

# 中欧 2016届 MBA开学典礼隆重举行

---

## CEIBS MBA 2016 Begins!



中欧院长朱晓明教授致开幕辞（右上），默克化工中国董事总经理赵赋斯（Alasdair Jelfs）博士作为嘉宾发言（左下），中欧副教务长兼MBA课程主任陈世敏教授主持典礼（左上）  
Above, CEIBS Executive President Prof Zhu Xiaoming during his opening remarks; the day's keynote speaker Dr Alasdair Jelfs, Managing Director of Merck Chemicals China (at left); and MBA Director Prof Chen Shimin, who was the Master of Ceremonies.

8月11日，中欧国际工商学院2016届MBA开学典礼在中欧上海校区石化演讲厅隆重举行。来自24个国家和地区的166名学生将在中欧接受为期18个月的全日制、全英文、系统性的MBA教育。本届MBA学生的背景依旧多元化，有来自哈萨克斯坦、危地马拉和叙利亚的学生首次加入中欧阵营。创业学自今年起正式列入MBA专业方向，吸引了近20位创业新生代前来求学问道。

以下是本次开学典礼的精彩瞬间：

The excitement of setting off on a new journey filled the auditorium at CEIBS Shanghai Campus on August 11 as 166 eager students from 24 countries/regions began their MBA. Thirty-three percent of the class are female and, for the first time ever, there are students from Kazakhstan, Syria, and Guatemala.

Here are some photo highlights from the event:

## 2016届MBA学生构成 Class profile

海外学生 (包括香港和台湾地区) Overseas (including Hong Kong and Taiwan)	<b>43%</b>
国际学生 International	<b>34%</b>
女性 Female	<b>33%</b>
平均年龄 Average Age	<b>29</b>
平均工作年限 Average Work Experience	<b>5.9</b>
平均GMAT分数 Average GMAT	<b>687</b>
国家/地区分布 Country coverage	<b>24</b>





中欧博士课程主任芮萌教授  
PhD Director Professor Oliver Rui



朱天教授  
Professor Zhu Tian



赵先德教授  
Professor Zhao Xiande



金台烈教授  
Professor Tae-Yeol Kim



韩践教授  
Professor Han Jian

## 中欧将自2015年起启动博士课程 CEIBS Offers New PhD Programme in 2015

上海交通大学批准，中欧国际工商学院博士课程将于2015年正式启动。中欧博士课程是为期四年的全日制课程，将设工商管理和应用经济学两个方向，每年计划招收5-8人。中欧博士课程旨在培养有系统的理论知识、较强的创新和研究能力，能够在国际知名大学或研究机构任职的优秀学术人才。

中欧院长朱晓明教授自2000年起即担任上海交通大学安泰经济与管理学院的兼职教授、博士生导师。此次中欧将新增7名博士生导师，包括：朱天、赵先德、方睿哲（Ramakrishna Velamuri）、陈威如、蔡舒恒、金台烈（Tae-Yeol Kim）和韩践。除朱天教授研究方向为应用经济学之外，其他6位教授的研究方向均为工商管理。每位博士生导师都将有两个前沿的研究主

题，包括中国经济转型、服务创新和设计、商业模式与创业团队、平台战略、中国企业国际化、领导力和组织创新等，这些研究主题将致力于引导学生将世界先进管理理念与中国管理实践有机结合起来。中欧将为博士生提供一流的学习平台、国际化的研究环境和与国际知名大学交换的机会。

中欧副院长兼中方教务长张维炯教授表示：“经过近20年的努力，中欧在高级管理人才的培养上成绩斐然。开设博士课程无疑会进一步加强我院的学术研究氛围，并为进一步拓宽管理教育领域带来附加价值。”

“我非常期待未来和各位博士生导师有更密切的配合，”中欧博士课程主任芮萌教授说，“我们都知道培育一个好的研究环境的重要性，相信中欧培养出来的博士可以为此做出贡献。”



方睿哲教授  
Professor Ramakrishna Velamuri



陈威如教授  
Professor Chen Weiru



蔡舒恒教授  
Professor Terence Tsai

CEIBS will launch a new PhD Programme next year, offering up to seven spots for degrees in either Applied Economics or Business Administration. The four-year full-time programme is being offered with the support of Shanghai Jiaotong University.

“CEIBS has been working steadily, over the past few years, to upgrade our overall research environment while creating added value for the wider field of management education,” said CEIBS Vice President and Co-Dean Professor Zhang Weijiong. “The Shanghai Jiaotong University-CEIBS PhD is a vital part of these efforts.”

The announcement follows two

years of collaboration with IESE for a Coordinated PhD, last year’s launch of the Shanghai MBA Case Development and Sharing Platform, and on-going efforts to revitalise CEIBS Case Development Centre, initiatives that will help strengthen the school’s research capabilities and boost the quality and quantity of research generated by its faculty.

“I look forward to working even more closely with the team of seven CEIBS faculty members who will provide guidance to our students,” said PhD Director Professor Oliver Rui. “We all know the importance of fostering a research environment – both for CEIBS and for other business schools across the world that will

benefit from the skills of programme graduates.”

The first batch of academic advisors includes: Professor Zhu Tian, who will focus on Applied Economics, along with Professors Zhao Xiande, Ramakrishna Velamuri, Chen Weiru, Terence Tsai, Tae-Yeol Kim and Han Jian who will focus on various aspects of Business Administration. Each faculty advisor will focus on two research topics among an impressive list that includes China’s Economic Transition, Service Innovation & Design, Business Models & Entrepreneurial Teams, Platform Strategy, Globalisation of Chinese Enterprises, Leadership, and Innovation Management.



中欧学者刘胜军出席总理  
经济形势座谈会  
Dr Gary Liu Addresses Premier Li's  
Symposium on Economic Issues

7月15日，中共中央政治局常委、国务院总理李克强主持召开座谈会，就当前经济形势和经济工作听取专家学者的意见与建议。中共中央政治局常委、国务院副总理张高丽，国务院副总理刘延东、汪洋、马凯和国务委员杨晶、王勇参加了座谈会。

来自高校、研究机构、行业学会的专家学者在会上围绕着宏观经济、金融、外贸、体制改革、房地产、民营经济等发表了各自观点。中欧国际工商学院经济学者、中欧陆家嘴国际金融研究院执行副院长、上海数字化与互联网金融研究中心执行主任刘胜军博士出席座谈会，并以“经济改革与转型发展”为题发言，就现有增长模式的特点与问题、未来经济增长动力、体制改革如何推进、改革与刺激的关系、刺激方式创新等问题阐述了自己的观点。

On July 18, Chinese Premier Li Keqiang chaired a symposium to explore economic, financial and trade issues with a group of leading scholars and experts from various institutions in China which included Dr Gary Liu, Executive Deputy Director of CEIBS Lujiazui Institute of International Finance (CLIIF). Dr Liu is also Executive Director of the Shanghai Institute of Digitalisation and Internet Finance.

Dr Liu shared his views on the challenges in transforming China's economic growth model in a presentation entitled "Economic Reform and Transitional Development" in which he emphasised the importance of improving the country's institutional environment. He also spoke about the need to reduce restrictions on private capital investment in some sectors to help spur development and pointed out the advantages of public/private investment partnerships.



## 中欧教授出席国际重要学术会议 CEIBS' Strong Showing at Int'l Conferences

6月18-22日，一些中欧教授参加了在北京举行的第六届中国管理研究国际学会（IACMR）双年会，本次会议的主题为“立足中国实践，创新管理理论”。中国管理研究国际学会是中国管理研究领域最权威的国际学术组织，拥有来自近100个国家的6000多名注册会员。

在为期五天的会议上，由中欧战略与国际商务教授麦克罗（Klaus E Meyer）、金融学与会计学教授芮萌联合撰写的论文获得了会议最佳主题论文奖，这篇题为《地方政策的正面和负面风险：外商对中国直接投资的地域选择研究》的论文合著者还包括中央财经大学的王玉涛。中欧组织行为学与人力资源管理副教授金台烈获得了会议最佳评论家奖。

6月23-26日，中欧国际工商学院的教授们参加了在温哥华举行的2014国际商务学会（AIB）年会。国际商务学会是由国际商务领域的专家学者组成的

全球领先组织，今年的会议主题为“全球商务的当地环境”。中欧副院长兼教务长、国际管理领域的杰出教授苏理达（Hellmut Schütte）、战略与国际商务教授麦克罗、管理学教授叶恩华、战略学教授朴胜虎、经济学与金融学教授许斌、米其林领导力与人力资源管理教席教授李秀娟、管理学助理教授庄汉盟出席了会议。

A delegation of CEIBS faculty participated in the 6th Biennial International Association of Chinese Management Research (IACMR) Conference, themed “Exploring New Concepts and Theories from Chinese Management”, held in Beijing June 18-22. The IACMR has been recognised as the most authoritative, world-class academic research organisation in the area of

Chinese management and has over 6,000 registered members from almost 100 countries. Some of the participants were among the 130+ guests who attended a reception that CEIBS hosted the evening of June 19.

During the 5-day event, a paper co-authored by Professor of Strategy and International Business Klaus E Meyer and CEIBS Professor of Finance and Accounting Oliver Rui received the Conference Theme Best Paper Award. Entitled “The Upside and Downside of Local Political Risk: A study of FDI location choice in China” the paper is co-authored with Yutao Wang of the School of Accountancy at Central University of Finance and Economics. Associate Professor of Organisational Behaviour and Human Resource Management Tae-Yeol Kim received the Conference Best Reviewer Award.

Then from June 23-26, a delegation of CEIBS faculty attended the Academy of International Business 2014 Annual Conference in Vancouver. The AIB is the leading global association of scholars and specialists in the field of international business. The theme of the 2014 Conference was “Local Contexts in Global Business”. Participants included Dean and Vice President Prof Hellmut Schütte along with professors Klaus E Meyer, George Yip, Sam (Seung Ho) Park, Xu Bin, Jean Lee, and Assistant Professor Daniel Han Ming Chng. Among the highlights of CEIBS’ participation at the Conference was a reception hosted by Dean Schütte and faculty on Tuesday June 24 at the Westin Bayshore.

### 哈佛Din&Tonics清唱团声动中欧 Harvard Din & Tonics Perform at CEIBS

7月13日，哈佛大学最富盛名的男声清唱团Din&Tonics在中欧上海校区举办音乐会，本次活动由中欧艺术人文中心主办。Din&Tonics清唱团成立于1979年，目前由12位平均年龄为20岁的“学霸男”组成，他们演唱水准高超，表演风格灵动幽默。由20多位热爱音乐的中欧学生、校友和员工组成的“中欧红枫合唱社”也在音乐会上展歌喉。中欧院长朱晓明教授、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及300多位中欧校友、员工观看了演出。

Harvard University's renowned all-male jazz acappella singing group, The Harvard Din & Tonics, entertained more than 300 CEIBS faculty and students in an afternoon performance at the CEIBS Petrochemical Auditorium on July 13. The CEIBS Maple Choir also performed a few songs during the concert, which was organised by the CEIBS Centre for Arts & Cultural Studies. The importance of cultivating arts and humanities was noted by Executive President Prof Zhu Xiaoming, in his welcome address.

### 2014第三届中国家族传承论坛成功举行 CEIBS China Family Heritage Forum

7月5日，2014第三届中国家族传承论坛在中欧上海校区举行。中欧院长佩德罗·雷诺（Pedro Nueno）教授，副院长兼中方教务长张维炯教授，中欧凯风家族传承研究中心学术主任李秀娟教授、联席主任芮萌教授，上海国际信托有限公司党委书记兼董事长潘卫东先生，森合（上海）投资咨询有限公司董事总经理、穆里耶兹家族代表伯努瓦特·莱克勒克（Benoit Leclercq）先生，新加坡万邦集团董事会主席曹慰德先生等应邀出席论坛并发表演讲。200多位家族企业创始人和传承者参会，10多家中外媒体前来报道。论坛现场发布了中欧-上海信托《继承者的意愿与承诺——中国家族企业接班白皮书》。上海国际信托有限公司是本次论坛的独家战略合作伙伴。

Almost 200 participants attended CEIBS China Family Heritage Forum on July 5 to hear speakers from across Asia & Europe share their views on issues including the apprenticeship experience in Japan, the challenges of passing the baton, family governance, overseas Chinese family businesses, and more.

### 朱晓明院长出席“中国互联网金融高峰论坛” Prof Zhu Xiaoming Speaks at Internet Finance Forum

6月19日，由上海证券报社主办的“2014中国互联网金融高峰论坛”在上海举行。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出席论坛并发表主旨演讲。朱晓明院长以详尽数据分析了互联网金融的发展概貌，并认为，从金融竞合走向金融融合，是所有传统金融企业与互联网金融企业共同面临的一个可持续发展命题。

During a presentation at China Internet Finance Summit 2014, CEIBS Executive President Prof Zhu Xiaoming, who is also Chairman of Shanghai Institute of Digitalisation and Internet Finance, urged traditional and internet-based financial enterprises to shift their focus from financial competition to financial integration in order to maintain sustainable development. The June 19 forum was held in Shanghai and sponsored by *Shanghai Securities News*.



2



### 中欧二十年“合”谐之声欢唱会暨合唱比赛圆满落幕 “Sounds of Harmony” at Inaugural Choir Competition

6月22日，中欧二十年“合”谐之声欢唱会暨中欧首届合唱比赛在中欧北京校区吕志和报告厅圆满举行。本次活动由中欧合唱团、中欧校友文化创意产业协会联合主办，东方证券资产管理有限公司赞助，中国流行音乐教父、著名词曲作家李海鹰等担任了大赛评委。中欧2012级EMBA北京2-4班、2013级EMBA北京1-4班参加了比赛。中欧管理委员会成员、副教授许定波教授与中欧北京校区执行主任萧斌等到场观看。

“Sounds of Harmony” filled the Beijing Campus on June 22 during CEIBS EMBA Inaugural Choir Competition (part of the school's 20th anniversary celebrations) and launch of the China B-schools Choir Campaign. Sponsored by Orient Securities Asset Management, the event was co-hosted by the CEIBS Choir and CEIBS Alumni Cultural & Creative Industry Association. It was organised by Styrax Creative Communication. Seven class choirs from EMBA 2012 and EMBA 2013 Beijing competed.

### 2014第五届中欧私人财富投资论坛成功举行 Wealth Management

6月8日，2014第五届中欧私人财富投资论坛在中欧上海校区成功举办。本次论坛主题为“如何实现私人财富的中国梦”，共有450位中欧校友、企业高管、投资者和媒体人员到场聆听。中欧院长朱晓明教授致开幕辞，上海社科院经济景气与预测研究室主任刘焜松、海通证券副总裁兼首席经济学家李迅雷、中欧金融学教授黄明、交银国际董事总经理兼首席策略师洪灏分别发表演讲。

More than 450 alumni and senior business leaders were at the Shanghai Campus on June 8 to hear renowned scholars and economists share their views on investment and wealth management during the 5th CEIBS Private Wealth Management Forum.

### 易苏昊先生做客中欧人文艺术讲座

#### Poly Art Museum Founder Lectures at Beijing Campus

6月7日，瓯江草堂文化艺术有限公司董事长、中国保利艺术博物馆筹建人和资深顾问易苏昊先生做客中欧人文艺术讲座，深入剖析了中国艺术品市场的现状和发展，50多位中欧学员和校友参加了讲座。易苏昊先生从事文物征集和鉴定工作40余年，他在讲座中通过详尽数据展现了中国艺术品拍卖行业的发展史，并表示中国艺术品交易市场已渐成规模并逐步规范，是中国增长速度最快的行业之一。

Legendary stories about Chinese national treasures being reclaimed from abroad and the development of art auctions in China were among the highlights of a June 7 lecture given by Poly Art Museum founder Yi Suhao at the Beijing Campus. The event was attended by more than 50 students and alumni.



3



**中欧非洲项目在加纳  
举办中非企业家交流会  
Chinese Business  
Leaders Share  
Insights with Ghana  
Executives**

6月9日，一些来自中国大型企业的代表参加了由中欧非洲项目举办的交流会，分享了他们对于建立成功商业联盟的经验。中国企业（加纳）商会会长丰年、国家开发银行驻阿克拉代表处副首代胡建平（音）博士为组织本次会议提供了帮助。

On June 9, representatives from seven large Chinese companies shared their insights on building successful business alliances at an event organised by the CEIBS Africa Programme in cooperation with Feng Nian, President of the China Enterprises Chamber of Commerce in Ghana and Dr Hu Jianping, Deputy Chief Representative of the China Development Bank in Accra.

**朱晓明院长出席上海自贸区与金融创新论坛并发表演讲  
Prof Zhu Addresses Financial Innovation Forum**

6月3日，由中国（上海）自由贸易试验区管理委员会、新华社上海分社、中国金融信息中心和第一财经共同主办的“国家使命：上海自贸区与金融创新论坛”在上海陆家嘴中国金融信息中心举行。上海市委常委、常务副市长屠光绍，新华社党组成员、副总编辑慎海雄出席论坛并致辞。中欧国际工商学院院长朱晓明教授在论坛上发表了题为“自贸区与金融创新——中欧校友企业调研简述”的演讲。

The role that CEIBS alumni companies can play in the future of the Shanghai Free Trade Zone and new trends in the financial industry was the topic explored by CEIBS Executive President Prof Zhu Xiaoming during a forum on June 3. The event, co-hosted by the management committee of China (Shanghai) Pilot Free Trade Zone, Xinhua News Agency's Shanghai Bureau, China Financial Information Centre and CBN, was the Shanghai Free Trade Zone and Financial Innovation Forum. Also among the list of speakers: Tu Guangshao, Member of the Standing Committee of the CPC Shanghai Municipal Committee and Executive Vice Mayor of Shanghai as well as Shen Haixiong, Party Member and Deputy Editor-in-chief at Xinhua News Agency.

**中欧第二届“E13”上海联合论坛聚焦商业地产  
EMBA's Real Estate Focus**

6月8日，由中欧国际工商学院2013级EMBA上海4-6班联合发起的中欧“E13”上海联合论坛成功举行。本期论坛聚焦“商业地产”，邀请新地集团董事长漆洪波（CEO 2010）与中欧地产界精英展开对话，共同探讨了商业地产目前面临的问题与未来发展机遇。约80位中欧EMBA、MBA学员和校友出席了论坛。

About 80 CEIBS EMBA and MBA students and alumni with an interest in commercial real estate attended the second CEIBS “E13” Shanghai Joint Forum on June 8. Co-organised by EMBA 2013 Class 4-6, the event saw CEO of SunnyWorld Qi Hongbo (CEO 2010) sharing his views on the current status and future prospects of commercial real estate.

## 中欧第十届中国健康产业高峰论坛举行 Healthy Development

6月14日，第十届中国健康产业高峰论坛在中欧上海校区举办，论坛聚焦健康产业发展过程中的机遇与挑战，主题为“健康产业，健康发展”。中国工程院院士、中国卫生部原副部长王陇德，国务院医改办原副主任徐善长，中国医院协会副秘书长庄一强和礼来中国副总裁邢军等参与论坛并发表演讲。近450位业内人士到场聆听，数十家主流媒体前来报道。

The healthy development of the healthcare industry formed the basis for discussions during CEIBS' 10th annual Health Care Forum, which brought together experts in the field for frank discussions on the way forward. The event, held at CEIBS Shanghai Campus on June 14, attracted about 400 participants.

## 朱晓明院长出席中国银联“第一届支付产业人才发展论坛” Prof Zhu Opens 1st China UnionPay Forum

6月6-7日，中国银联在上海举办“第一届中国支付产业人才发展论坛”。论坛以“互联时代的支付产业人才发展”为主题，探讨和分享了互联时代支付产业人才发展的新趋势、新思维、新模式。中欧国际工商学院院长朱晓明教授出席论坛并以“支付与时俱进，才识革故鼎新”为题发表开场演讲。

CEIBS Executive President Prof Zhu Xiaoming gave the opening speech during China UnionPay's first forum on "Payment Industry Talent Development", an event during which participants shared their views on new trends, thoughts and models for honing talent in today's innovative internet era. Associate President of China UnionPay Lv Hong gave the opening address. The event was held in Shanghai from June 6-7.

## 中欧举办首届中国企业论坛 探索MBA职业发展新机遇 Career Matters

6月11日，中欧MBA职业发展中心在中欧上海校区举办首届中国企业论坛。论坛主题为“走进中国企业——当MBA遇到‘土豪’”，旨在探讨中国企业的人才需求和MBA学生的职业发展机遇。出席活动的嘉宾包括：中欧副院长兼教务长苏理达（Hellmut Schütte）教授、副教务长兼MBA课程主任陈世敏教授、米其林领导与人力资源管理教席教授李秀娟、MBA招生和职业发展主任李媛媛、在职金融MBA（FMBA）课程部副主任朱炎、熙可集团董事长朱演铭（EMBA 2006）、东渡国际俱乐部发展有限公司CEO伍德（Peter Wood）、河马动画董事长兼CEO徐克、腾讯战略发展部助理总经理张敏毅（MBA 2007）等。

Career opportunities available in Chinese enterprises was the topic of the first "China Enterprises Forum" organised by the CEIBS Career Development Centre. The June 11 forum brought together Chinese entrepreneurs, executives and human resource professionals to share their views on the structural transformation of China's labour market with CEIBS MBA students and alumni. Dean Hellmut Schütte gave the welcome address.





### 中欧北京校庆系列论坛第二场聚焦文化产业新机遇

#### Cultural Focus

6月14日，中欧北京校区二十周年校庆系列论坛第二场隆重举行，论坛主题为“文化产业新机遇”。合润传媒董事长王倩、浙江华策影视总经理赵依芳、蓝色光标传播集团总裁毛宇辉、爱奇艺创始人兼CEO龚宇、中信建投董事总经理徐炯炜、天娱传媒总裁龙丹妮、橙天娱乐集团CEO伊简梅、北京大学文化产业研究院副院长向勇等业内知名企业家、投资人和学者参会并发表演讲。中欧管理委员会成员、副教授许定波教授出席论坛并致欢迎辞。

The opportunities and challenges faced by Chinese cultural industries was the topic of discussion on June 14 at the CEIBS Beijing Campus during the second in a series of “Passion-CEIBS-20 Years” forums that are being held to celebrate the school’s 20th anniversary. CEIBS Associate Dean and Essilor Chair of Accounting Professor Xu Dingbo welcomed attendees, which included CEIBS students, alumni, entrepreneurs, scholars and financiers.

### 朱晓明院长出席“信息科技1+1俱乐部沙龙”

#### Prof Zhu at IT Salon

6月12日，来自上海张江（集团）有限公司和张江高科技园区的近百位企业家齐聚一堂，参加由IBM和张江高科技园区共同举办的“信息科技1+1俱乐部沙龙”。上海张江（集团）有限公司副总经理许景琦致开幕辞。中欧院长朱晓明教授携新书《支付革命：互联网时代的第三方支付》参加活动，并发表题为“昨天的预测，点燃今天的创新——O2O闭环的联想”的演讲。

The more than 100 executives and entrepreneurs from ZJ Group and ZJ InnoPark who attended the Information Technology 1+1 Club Salon on June 12 had a chance to hear CEIBS Executive President Prof Zhu Xiaoming share his thoughts on closed-loop O2O and learn about his new book *Payment Revolution: Third-Party Payment in the Internet Era*. The event was co-hosted by IBM and ZJ InnoPark. Vice president of ZJ Group Xu Jingqi gave the opening address.

### 第五期中欧-克莱斯勒创业点将台成功举办

#### Entrepreneurship Sharing Session

6月17日，第五期中欧-克莱斯勒创业点将台在中欧上海校区石化演讲厅成功举行。本次点将台以“智能硬件@未来”为主题，邀请高榕资本合伙人高翔、中欧创业学助理教授龚焱、墨迹天气创始人金犁、Camera360创始人徐灏、庆科科技创始人王永虹和人人猎头创始人王雨豪前来参加，共同畅想在互联网3.0时代智能硬件的发展趋势。

On June 17, the fifth CEIBS-Chrysler Successful Entrepreneurship Sharing Session was held at CEIBS Shanghai Campus. Themed “Intelligent Hardware in the Future”, the event saw CEIBS Assistant Professor of Entrepreneurship Gong Yan and several successful entrepreneurs sharing their insights on the future development trends of intelligent hardware in the Internet 3.0 era. Speakers included Banyan Capital’s Gao Xiang, Moji China’s Jin Li, Camera 360’s Xu Hao, MXCHIP’s Wang Yonghong and rrlt.com’s Wang Yuhao.

## 苏锡嘉教授宜昌探讨企业家的困惑与出路

### Advice for Entrepreneurs

7月6日，中欧会计学教授、EMBA学术副主任苏锡嘉在宜昌做了题为“企业家的困惑与出路”的演讲，200余名当地企业家和中欧校友前来聆听。苏锡嘉教授认为，企业家是市场的脊梁，当挣快钱的时代一去不复返之后，“今天的企业家不仅要思考如何做企业，更应该思考如何成为一个让社会尊重、理解、同情和赞赏的企业家。”

On July 6, CEIBS Professor of Accounting and Academic Deputy Director of the EMBA Programme Su Xijia delivered a speech entitled “Entrepreneurs’ Dilemma and Corresponding Remedies” during an event that focused on “Promoting Yichang’s Modern Service Industry”.

4



## 亨理克教授讲授2014年第二期“博闻课堂”

### Voice of the Professor Lecture

6月14日，2014年“博闻课堂”第二讲在中欧北京校区举办。本次课程由中欧中坤集团金融学教席教授亨理克（Henrik Cronqvist）讲授“天性、培养与金融决策”。亨理克教授从天性和后天培养的角度探究了造成金融行为差异的根本性原因。博闻课堂是中欧北京校区为学员和校友搭建的学术交流平台，今年将陆续举办五期。

On June 14, Zhongkun Group Chair of Finance Prof Henrik Cronqvist was the lecturer during the second of five Voice of the Professor Lectures planned for the CEIBS Beijing Campus this year. He shared his insights on the roles that nature and nurture play in financial decision-making. These events are an opportunity for students and alumni to hear faculty speak on current issues linked to the economy, corporate development, etc while enhancing the academic atmosphere on campus.

## 忻榕教授合肥解析企业成长与守恒之道

### Talent Tips for Hefei

6月5日，中欧管理论坛在合肥举行。中欧副教务长、管理学教授、拜耳领导力教席教授忻榕在论坛上发表了题为“人才发展：企业成长与守恒之道”的演讲。本次论坛共吸引了近600位当地商界精英、中欧校友和多家主流媒体前来参加。

The importance of developing and retaining talent was the focus of a June 5 lecture by CEIBS Associate Dean (Executive Education) and Bayer Chair in Leadership Professor of Management Katherine Xin at a CEIBS Executive Forum. More than 600 alumni, media and senior business leaders turned out for the Hefei event.

## 黄明教授江阴讲授经济形势、企业挑战与资本市场

### Prof Huang Ming Analyses Capital Markets

6月10日，中欧管理论坛登陆江阴。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就当前经济形势、企业挑战与资本市场作了专题讲座。无锡市委常委、江阴市委书记周铁根（EMBA 2013），江阴市政协副主席黄丽泰参加论坛，近400位当地企业家、金融机构负责人和主流媒体前来聆听了讲座。

On June 10, la Caixa Chair in Finance Professor Huang Ming gave a lecture on the impact that the domestic and global economies are having on the capital markets during a CEIBS Executive Forum in Jiangyin, Jiangsu Province. Party Secretary of Jiangyin City and Municipal Standing Committee of Wuxi City Zhou Tiegeng (EMBA 2013), and Deputy Secretary of the CPC Jiangyin City Committee Huang Litai were among the 400 people who attended.

1



### 赵先德教授获欧洲案例交流中心最佳案例奖 Prof Zhao's Winning Case

由中欧运营和供应链管理教授赵先德联合撰写的案例《格兰仕的运营战略》获得了欧洲案例交流中心（The Case Centre, 原ECCH）“生产和运营管理领域2014年最佳案例奖”。欧洲案例交流中心致力于收集全球各大商学院发表的管理学案例、论文和书籍，是该领域全球最大的知识传播机构，其奖项用于表彰过去一年在全球机构得到最广泛应用的案例。这是赵先德教授与其合著者第二次凭借该案例获此殊荣。2012年，该案例在欧洲案例交流中心生产和运营管理领域畅销排行榜上名列前15强。该案例叙述了格兰仕在从一家小型羽绒产品制造企业转型成为全球微波炉生产商的过程中所运用的竞争和运营策略。2003年，格兰仕生产了全球50%的微波炉产品。该案例呈现了中国生产和供应链管理实践中所蕴藏的巨大机遇与挑战。

The case "Operations Strategy at Galanz" co-authored by CEIBS Professor of Operations and Supply Chain Management Zhao Xiande has won the 2014 Best Case in Production and Operations Management Award from the Case Centre. The Case Centre is the distributor of the world's largest collection of management case studies, articles and books on behalf of all major business schools worldwide and its awards recognise cases that have been used in the largest number of organisations around the world in the past year. This is the second time that Prof Zhao and his co-authors received special recognition from the Case Centre for this Galanz case. In 2012, it was among the Case Centre's top 15 best-selling cases in Production and Operations Management.

The case explains the competitive and operational strategies that Galanz used to transform itself from a small manufacturer of down feather products into a world-class manufacturer of microwave ovens, producing about 50% of the global output in 2003. Among the concepts it aims to highlight is the tremendous opportunities and challenges of managing operations and supply chain activities in China.

### 2014中欧MBA雇主答谢会成功举行 Thanks for hiring our grads!

5月28日，由中欧MBA职业发展中心主办的中欧MBA 2014雇主答谢年会暨工作坊在中欧上海校区举行。麦肯锡、百威英博、亚马逊、阿斯利康、科尔尼、拜耳、诺华、BP、中金、宜信、美国国际集团、上海迪斯尼、陶氏化学、杜邦、英孚教育、IBM、捷豹路虎、麦当劳、微软、启明创投、平安、罗氏、腾讯等90余家国内外知名企业参加活动。中欧副院长兼中方教务长张维炯教授、副教务长兼MBA课程主任陈世敏教授、MBA招生和职业发展主任李媛媛、EMBA课程部副主任赵筱蕾、在职金融MBA（FMBA）课程部副主任朱炎等出席答谢会。

On May 28 CEIBS said thanks to multinationals and Chinese companies that have hired its MBA graduates over the years. The MBA Recruiters' Appreciation Workshop & Cocktail Reception, organised by the CEIBS MBA Career Development Centre, drew more than 100 executives from about 90 companies, including AB InBev, Amazon, AstraZeneca, A. T. Kearney, Bayer, AIG, CIOCC, Apple, Dow Chemical, DuPont, Education First, IBM, Jaguar Land Rover, PayPal, McDonalds, Microsoft, Ping An, Roche, and Tencent. Thirty recruiters were presented with awards.

## 五位中欧校友入选《福布斯》中文版“2014中国上市公司最佳CEO”

### CEIBS Alum Among China's Best CEOs

7月7日,《福布斯》中文版发布“2014年中国上市公司最佳CEO”榜单,共有50位CEO当选,其中5位中欧校友和学员名列榜单。他们分别是:申洲国际执行董事兼总经理黄关林(CEO 2012)、合生元董事长罗飞(EMBA 2006)、瀚宇药业总裁袁建成(EMBA 2013)、万达信息董事长兼总裁史一兵(EMBA 1997)、瑞声科技行政总裁潘政民(CEO 2011)。以上所涉及的五家校友企业,其中三家在香港上市,两家在内地上市。

Four CEIBS alumni and one student make up 10% of the *Forbes China* 2014 Best CEOs list. Released on June 6, the list evaluates three consecutive years of companies' sales performance. It includes fifty CEOs. Those with ties to CEIBS are Huang Guanlin (CEO 2012) from Shenzhen International Group Holdings Limited; Luo Fei (EMBA 2006) from BiosTime Inc; Yuan Jiancheng (currently enrolled in EMBA 2013) from Hybio Pharmaceutical Co, Ltd; Shi Yibing (EMBA 1997) from Wonders Information Co, Ltd; and Pan Zhengmin (CEO 2011) from AAC Acoustic Technologies Holdings Inc. This is the second year in a row that Pan has made the list.

Of the five companies they lead, three have been listed in Hong Kong and two in mainland China. This year, the stock prices of the 50 Best CEOs' companies have performed better than last year.

1

## 中欧举办2014“创意中国”MBA创业大赛 INNOVATEChina 2014

6月15日,由中欧国际工商学院主办的2014“创意中国”MBA创业大赛在中欧上海校区拉开帷幕,来自中欧国际工商学院、耶鲁大学商学院、欧洲工商管理学院、香港科技大学商学院、印度商学院、多伦多大学商学院的选手们以“颠覆式创新——移动互联网与新型生活”为主题在决赛中展开角逐,展示了他们各自开发的APP(手机应用程序),最后香港科技大学商学院代表队摘得桂冠。

CEIBS MBA student Cassie Yang received the “Audience Choice” award during the final round of the CEIBS-Vanke INNOVATEChina 2014 Entrepreneurship Challenge held at the Shanghai Campus on June 15. After attracting almost 40 outstanding entries from top MBA schools around the world with proposals for disruptive innovations utilising the mobile Internet to create new lifestyles, six teams were chosen to present their ideas in person to judges in the final round of competition. The finalists were Hong Kong University of Science and Technology (HKUST), INSEAD, ISB, CEIBS, Yale School of Management, and Rotman School of Management. The winning idea, a software sensor that detects indoor air pollution, came from the HKUST team.

2



## 中欧2013级EMBA国际班学员北京之旅 GEMBA's Beijing Trek

6月7-8日，中欧2013级EMBA国际班学员赴北京展开了一次“中国深度学习之旅”，不少学员借此机会首度造访了位于中关村软件园的中欧北京校园。在为期两天的课程中，国际班学员们聆听了中欧创业学助理教授龚炎有关“颠覆式创新”的课程；访问了中欧校友企业京东，并与京东高管进行了深度交流。

The Global EMBA class of 2013 made its way to Beijing for a China Depth Study Tour on June 7 & 8 where innovation was the theme of the weekend. For many of the participants it was their first chance to visit CEIBS Beijing Campus, situated in the Zhongguancun Software Park. With the programme's core modules all completed and just the electives and group projects remaining in the schedule, these study tours allow students to continue their learning on hot topics while engaging with industry leaders.



## 2014级中欧EMBA台湾文化修学之旅 Taiwan Cultural Study Tour

6月，逾450位中欧EMBA学员参加了台湾文化修学课程。学员们赴台湾地区聆听了台北市市长郝龙斌、台湾“立法院”副院长洪秀柱、台湾公益平台文化基金会董事长严长寿的精彩演讲，参观了佛教胜地法鼓山。本次修学课程也延续了往年的经典内容，如台湾大学教授苑举正诠释“科学哲学”、台湾美学大师蒋勋赏析“清明上河图”、台湾故宫博物院专场导览和慈心有机农场参访。

In early June, more than 450 EMBA students enjoyed a study trip to Taiwan during which they benefited from the views of prominent figures such as Taipei Mayor Hao Longbin, Vice President of Taipei Legislature Hong Xiuzhu, and President of the Alliance Cultural Foundation Yan Changshou. The students also visited the Buddhist resort Fa Gu Mountain. This year's study trip also retained classic courses from previous years, such as Prof Yuan Juzheng's explanation of "scientific philosophy", the appreciation and analysis of the famous ancient Chinese painting "Riverside Scene at Qingming Festival" by aesthetic master Jiang Xun, special tours to Taipei's National Palace Museum and visits to Tse-Xin Organic Agricultural Foundation.

## 中欧陆家嘴国际金融研究院为上海法官提供金融法律培训课程 CLIF Trains Shanghai Judges

6月26-27日，中欧陆家嘴国际金融研究院2014年金融法律高级培训课程之法官培训（第二期）第二模块启动，来自上海市高级人民法院及各区级法院的41位法官参加了本次学习。该模块的培训课题围绕自贸区的新型金融业务及法律问题展开，由上海市金融服务办公室主任郑杨、上海银监局副局长马立新、交通银行首席经济学家连平等担任授课老师。学员们在培训期间还参加了证监会前副主席、中国投资有限责任公司原总经理高西庆主讲的“金融家沙龙”，对中国经济与金融改革、IPO注册制等问题进行了深入探讨。中欧陆家嘴国际金融研究院执行副院长刘胜军主持了课程与沙龙。

Forty-one judges from Shanghai high court and district courts attended CEIBS Lujiazui Institute of International Finance's (CLIF) second session of Financial Law Advanced Judges' Training Course from June 26-27. They had lectures on financial innovations and legal issues related to the Shanghai Free Trade Zone, from Director-General of Shanghai Financial Services Office Zheng Yang, Deputy Director-General of CBRC Shanghai Office Ma Lixin and Chief Economist of Bank of Communications Prof Lian Ping. They also attended the Financier Salon during which Gao Qingxi, former Deputy Director-General of CSRC and former President of China Investment Corporation, shared his insights on China's economy and financial reform as well as the IPO registration system. Dr Gary Liu, CLIF Executive Deputy Director, hosted the training session and the salon.

## 2013级中欧创业营毕业典礼圆满举行 Entrepreneurs Graduate!

6月1日，中欧创业营二期学员们迎来以“让创新发芽，让实战发言”为主题的颠覆式创新实战先锋大赛暨2013级创业营毕业典礼。经过为期14个月、7大必修模块、6大选修模块的历练，学员们在北京、上海和美国硅谷留下了足迹，与众多杰出企业家和投资人进行了深入交流。中欧院长朱晓明教授、副院长兼中方教务长张维炯教授、中欧创业学兼职教授李善友、中欧创业与投资中心学术主任方睿哲（Ramakrishna Velamuri）教授等出席毕业典礼，中欧创业学助理教授龚焱担任颠覆式创新实战先锋大赛主持。

The graduation ceremony for the 2013 CEIBS Entrepreneurial Leadership Camp was combined with the Disruptive Innovation Contest on June 1 with great success. Among the attendees were CEIBS Executive President Prof Zhu Xiaoming, Vice President and Co-Dean Prof Zhang Weijiong, Adjunct Professor of Entrepreneurship Prof Kevin Li and Professor of Entrepreneurship Ramakrishna Velamuri. Assistant Professor of Entrepreneurship Gong Yan and Deputy Director of CEIBS Entrepreneurial Leadership Camp Christine Li were respectively the hosts of the contest and the graduation ceremony.

2



## 中欧教授参访上海耀客传媒 Faculty Visit Shanghai Youhug Media

6月25日，中欧国际工商学院市场营销学教授白诗莉（Lydia Price）、管理实践教授陈少晦、战略学访问教授杰·阿南德（Jay Anand）、院长助理兼教务长办公室主任徐惠娟等来到校友企业上海耀客文化传媒有限公司，进行了为期半天的文化创意参访活动。耀客传媒创始人兼总经理吕超（EMBA 2008，创业营2013期学员）就公司的业务模式、项目储备和未来创新方向做了详细介绍。耀客传媒签约编剧、著名作家六六（EMBA 2012）也发表了对于中国文化产业和电视剧市场的看法，并与中欧教授进行了深入交流。

Youhug Media founder Lv Chao (EMBA 2008, Entrepreneur Boot Camp 2013) shared some of the company's recent efforts in creating programmes for online and mobile Internet platforms during a meeting with CEIBS faculty who visited his company's Shanghai headquarters on June 25. Founded in 2013, the company has already produced and distributed many popular Chinese-language programmes with renowned screenwriter Zhang Xin, an EMBA 2012 alumnus known as Liu Liu, who was also in attendance.