



吴斐娜
Lord Mayor Fiona Woolf

李剑阁
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伦敦金融城市长做客中英中小企业发展论坛 London's Lord Mayor at China-UK SME Development Forum

10月13日，伦敦金融城市长吴斐娜（Alderman Fiona Woolf）在“2014中英中小企业发展论坛”上发表主旨演讲，就如何在中国寻找正确的商业伙伴、金融机构如何帮助中小企业等问题提供了建议。本次论坛在中欧陆家嘴国际金融研究院举行。上海欧擎资产管理集团董事长朱阳也出席了论坛。上月，欧擎集团表示计划向英国和欧洲的中小型企业投资1.5亿英镑。

中欧国际工商学院院长朱晓明在欢迎辞中指出，在如今的后危机时代，中小企业可以成为创新和创造的源泉，中国正在推行政策以解决中小企业所面临的融资渠道不足等问题。欧擎集团的

新近举措也有望解决融资问题。朱阳表示，欧擎集团已为谋求海外发展的中小企业设立了特别基金，也正在力求利用伦敦作为金融中心的经验与人才优势来推动业务发展。

中欧国际顾问委员会成员、申银万国证券董事长、中央汇金投资有限公司副董事长李剑阁在发言中强调了中小企业在提供就业和推动创新（尤其是金融创新）方面的重要作用，并指出众筹、P2P（Peer-to-Peer，即网络借贷平台）等已经为中小企业提供了新的融资办法。他赞赏了欧擎集团的举措，认为欧擎此举可以推动中、英中小企业的双赢合作。

中小企业在伦敦商务中所占份

额为96%，在英国商务中所占份额为99.6%。吴斐娜市长在论坛中强调，中小企业对英国和中国的经济都做出了很大贡献。她介绍了英国和其他国家推动中小企业发展的众多举措，并相信解决中小企业融资的方法存在于资本市场。

吴斐娜市长表示，中小企业走在技术前沿，在高科技产业、清洁能源、绿色经济等方面都大有作为，当务之急是如何用更少的资源做更多的事情。此次论坛是帮助中小企业构建国际联系的正确一步。

本次论坛由欧擎集团、中欧教育发展基金会、中欧陆家嘴国际金融研究院联合举办，英国贸易投资总署、英中贸易协会和伦敦市提供协助。

Advice on how to find the right partner to work with in China, and how financial institutions can help SMEs were among the items on the agenda during the China-UK SME Development Forum 2014 where Lord Mayor of the City of London Alderman Fiona Woolf gave the keynote speech. The event was held at CEIBS Lujiazui Institute of International Finance on October 13. Also among the participants was President of Nord Engine Group Zhu Yang, whose company last month announced plans to invest £150 million in the British SME market through Shanghai Nord Engine Asset Management Group.

In welcoming participants, CEIBS Executive President Prof Zhu Xiaoming spoke of the role that SMEs, a source of innovation and creativity, can play in today's post-crisis era and the efforts being made in China to implement policies that will address the challenges they face, such as inadequate access to funding. Nord's latest initiative is among the steps anticipated to address this funding issue. Company President Zhu Yang explained that they have set up a special fund for SMES looking to go abroad. Nord is also trying to help

businesses by tapping into London's experience and expertise as a financial centre.

Chairman of Shenyin & Wanguo Securities and Vice Chairman of Central Huijin Investment Ltd Li Jiange (member of CEIBS International Advisory Board), who spoke of the major role that SMEs play in providing jobs and driving innovation – especially financial innovation – noted initiatives such as crowd funding and Peer-to-Peer lending that have filled the gap left by big banks that typically shy away from investing in SMEs. He lauded Nord Engine as a pioneer, adding that the company's efforts would result in win-win cooperation between small businesses in China and Britain.

With SMEs making up 96% of all business in London and 99.6% of all UK enterprises, it wasn't unusual to see the Lord Mayor championing small business during the forum. She stressed that SMEs have made an "enormous" contribution to the economies of both the UK and China, and reeled off a raft of initiatives taken in the UK and other countries around the world to facilitate small business. But she still questioned

whether enough was being done to help them grow. Traditional banks have decreased lending to SMEs since 2010, she noted, but efforts are being made to push the European Commission to put a framework in place for private placements like those that have been successful in Germany, and also permit securitisation to provide financing. She believes the solution to SME's funding woes lies in the capital market.

SMEs, the Lord Mayor says, will likely provide the answers to challenges such as climate change and how to protect the environment – answers that were provided by big oil and big electricity in the past. Small businesses will be the source of technological advances needed to do more with less, she predicted. The forum, she added, was a step in the right direction in building the bridges needed to help SMES forge international relationships.

The forum was co-sponsored by Nord Engine Group, CEIBS Education Foundation and CEIBS Lujiazui Institute of International Finance (CLIIF) with support from UK Trade and Investment, China-Britain Business Council and the City of London.



许定波教授
Prof Xu Dingbo



倪科斯教授
Prof Nikos Tsikriktsis



方睿哲教授
Prof Ramakrishna Velamuri

中欧成立在线学习 学术委员会 Online Learning Academic Council Launched

9月19日，中欧国际工商学院成立在线学习学术委员会，并召开首次学术委员会会议，此举是中欧在在线教育领域战略发展的又一重要标志。中欧副院长兼教务长苏理达（Hellmut Schütte）教授、中欧副院长兼中方教务长张维炯教授，以及在线学习学术委员会委员出席会议。

中欧在线学习学术委员会成员包括：中欧副教务长、会计学教授许定波，中欧副教务长、运营管理学教授倪科斯（Nikos Tsikriktsis），中欧战略学及创业学系系主任、创业学教授方睿哲（Ramakrishna Velamuri），中欧战略学副教授陈威如，中欧管理学客座教授杰弗里·桑普勒（Jeff Sampler），中欧院长助理、中欧出版公司总裁周雪林，中欧出版公司首席运营官兼中欧商业在线总经理易学君。方睿哲教授被推选为中欧在线学习学术委员会主席。

苏理达教授表示，在线学习是教

育发展的重要趋势，它已经成为一种必不可少的学习方式。国际一流商学院包括哈佛、沃顿等都已开始在此领域发力，中欧也将加强对此的投入和支持，加快发展在线/混合学习，在竞争中保持优势。中欧成立此学术委员会旨在达到以下三个目的：1）进一步确保中欧在线课程质量；2）为在线/混合学习课程与学习资料开发提供建议；3）促进中欧教授与中欧商业在线的在线课程技术开发团队更为紧密地合作。

会上，易学君介绍了中欧商业在线的发展现状。2008年中欧出版公司成立，建设融在线学习、商业杂志、商业图书为一体的多媒体平台，致力于管理知识和商业实践的传播。中欧出版公司下属的中欧商业在线（www.eceibs.com）专注于在线学习，开发制作并向市场提供了大量的优质在线管理课程。当前中欧商业在线的业务模式以B2B为主，在线学员逾百万，其中大多为行业领先企业，受到广泛认可。



陈威如教授
Prof Chen Weiru



杰弗里·桑普勒教授
Prof Jeff Sampler



周雪林博士
Dr Snow Zhou

CEIBS has taken yet another significant step forward in the increasingly important area of online education by officially launching the school's Online Learning Academic Council, which convened its first meeting on September 19.

The Academic Council's objectives are: to link individual faculty members closer with the technical expertise within CEIBS Publishing, which has been among those leading the drive towards online learning at the school; to advise on the development of online/blended learning material; to ensure that quality standards are in line with the school's strategy and goals.

Professor of Entrepreneurship, Department Chair (Strategy and Entrepreneurship) Ramakrishna Velamuri will serve as chairman of the Council. Other members include Xu

Dingbo, Professor of Accounting & Associate Dean who is also a Member of the school's Management Committee; Nikos Tsikriktsis, Professor of Operations Management & Associate Dean (GEMBA); Chen Weiru, Associate Professor of Strategy; Jeff Sampler, Adjunct Professor of Management; Dr Snow Zhou, CEIBS Assistant President & CEO of CEIBS Publishing; and Max Yi, General Manager of CEIBS Online.

CEIBS Dean & Vice President Hellmut Schütte pointed out during the Council's first meeting that online learning, which has strong momentum globally, has an essential role to play in education. It's also being tried by leading business schools such as Harvard and Wharton, he said, and in order to remain competitive CEIBS needs to



易学君先生
Max Yi

step up its commitment to the development of online/blended learning. Dean Schütte urged all CEIBS faculty to take an active part in the development and design of online/blended learning courses.

Under the Online Learning Academic Council, CEIBS Business Online will work more closely and effectively with academic departments to provide e-version course materials, blended learning solutions, independent online courses, assessment tools, online platform, and mobile learning.



史蒂芬·罗奇 Stephen S Roach

“大师课堂” 闪耀智慧光芒 Great Speakers for Master Class Series

7-8月，中欧国际工商学院20周年校庆系列活动“大师课堂”继续推出精彩讲座。原摩根士丹利亚洲主席、首席经济学家史蒂芬·罗奇（Stephen S. Roach），东软集团股份有限公司董事长兼首席执行官刘积仁，海尔集团董事局主席兼首席执行官张瑞敏先后做客大师课堂，奉献了三场极富洞见的演讲，为众多校友带来了智慧启迪。

7月22日，史蒂芬·罗奇在中欧上海校园发表了题为“失衡：美国与中国的相互依存”的精彩演讲，近800位嘉宾到场聆听。史蒂芬·罗奇在演讲伊始回顾了他与中欧的渊源。他说，十多年前他与佩德罗·雷诺（Pedro Nueno）教授在巴塞罗那的会面让他

终身难忘。“他（雷诺教授）的活力、远见和热情极具感染力。从那一刻起，我们保持定期交流，友谊一直延续到了现在。”随后，他以1978年、1997年、2013年三个时间节点的史实表明，中国经济发展的道路是独一无二的，目前中国面临着从世界终极生产商转型成为一个更加平衡的经济体的巨大挑战。他也具体分析了美国的经济现状，认为中美两国应当建立一种新型的相互依赖关系。

8月17日，中欧国际工商学院国际顾问委员会成员刘积仁来到中欧上海校园，为近300名嘉宾带来题为“东软的国际化实践”的演讲。刘积仁在演讲中回顾自己的创业历程，并分享了东软的国际化实践。刘积仁强调，“人才是东

软最宝贵的资产”，东软未来将继续加速全球经管人才的培养、加速全球化管理与运营团队的融合，营造以人才为核心的生态系统，推动自身可持续发展。

8月23日，海尔集团董事局主席兼首席执行官张瑞敏在青岛为近600名嘉宾带来了题为“互联网时代的管理模式创新探索”的演讲。张瑞敏对海尔集团目前的管理模式进行了详细介绍和深入分析。并表示，海尔在商业模式创新中的目标是“三化”，即企业平台化、员工创客化和用户个性化。在演讲结尾，张瑞敏引用了《易经》中的一句话，“倾否，而非否倾，倾否，先否后喜。”鼓励人们在互联网时代主动打破封闭的局面，虽然过程艰难，但最后一定会得到欣喜的结果。

Management innovation, globalisation of Chinese companies, and the dysfunctional relationship between China and the US were the most recent topics featured in the popular Master Class series of lectures being offered throughout the year as part of CEIBS' 20th anniversary celebrations. Renowned economist Stephen Roach, Neusoft Chairman and CEO Liu Jiren, and Haier Group Chairman and CEO Zhang Ruimin were among the latest speakers whose insights on top business issues of the day have drawn large audiences.

Roach, former Morgan Stanley Chief Economist and a well-respected China hand, gave a lecture entitled “Rebalancing the US-China Economic Relationship” on July 22. He explained why, in his view, the two countries are locked in an unhealthy, co-dependent relationship, and he offered two possible outcomes. The first he termed an asymmetrical rebalance. In this scenario China continues its economic rebalancing while the US fails to change. The second, a symmetrical rebalance, would be the more preferred outcome for the world economy – both sides change and everyone wins.

Integrating both Chinese and international management practices has been the secret to Neusoft's global success, according to Liu, who founded the company in 1991. Today Neusoft is the largest IT solutions and services provider in China and Liu's talk on August 17 focused on how the company developed its global



footprint. It now has a presence in 60 countries and regions abroad. “At the beginning we thought Chinese companies should be managed in the Chinese way, but we have drastically changed our mind,” he said. “Now we combine different leadership and management styles. . . This is a global company with global knowledge.”

“Innovative Management Models in the Internet Age” was the

theme of the Master Class lecture given by Zhang on August 23 in Qingdao, where his Haier Group is headquartered. The company is the world's leading major appliances brand and manufacturer, and Zhang explained how it began exploring and implementing changes to its business strategies when it realised the big impact that the Internet was having on traditional business models.



8月28日,《中欧国际工商学院MBA 2014就业报告》正式发布。2013-2014 招聘季中,共有340家公司通过中欧职业发展中心向189名毕业生发布了1087个职位,102家企业成功招聘。截至毕业后三个月,95.6%的毕业生收到了至少一份工作邀约,签约率为91.9%。毕业生平均薪资涨幅为95.5%,职业转换率为74.4%。

16.8%的毕业生选择到海外发展,其中9名毕业生选择在欧洲继续自己的职业生涯。77.1%的海外学生选择在亚太地区发展,其中55.9%的海外学生毕业后留在中国工作。

金融、制造和科技仍是就业率排名前三的行业,共吸引了55.5%的毕业生。超过半数的毕业生年薪在30-50万人民币之间。近七成同学通过学院资源就业。

近年来,企业对高端人才的需求

增长迅速。越来越多针对MBA学生的企业领导力发展项目(LDP)来到中欧招聘。毕业生进入LDP之后,会在该公司不同地区或部门轮岗,快速成长为公司的中坚力量。今年共有60家公司向中欧学生提供了77个LDP职位,其中相当一部分是全球项目。

今年招聘了三个以上毕业生的企业有:福特、大众点评、三星电子、印孚瑟斯、阿斯利康、杜邦、罗氏、英孚教育、拜耳、复星集团。

During the past recruitment season, 340 companies made 1,087 positions available to 189 CEIBS MBA students through the school's Career Development Centre (CDC), according to the CEIBS MBA Career Report for 2014 which was released by the MBA Office on August 29. Within

three months after graduation, 95.6% of the graduates reported having received at least one offer and 91.9% accepted. The average salary increase was 95.5% and 74.4% of graduates switched career.

Among the other highlights of the report: 16.8% of graduates chose to start their career overseas and nine of them stayed in Europe; 77.1% of overseas students remained in the Asia Pacific Region, among them 55.9% remained in China. And as in past years, the top three industries that attracted graduates are Financial Services (21.9%), Manufacturing (17.5%) and Technology (16.1%).

Salaries have also been impressive this year, with more than half of the graduates landing jobs with annual salaries ranging from RMB300,000 to RMB500,000. School resources were the source of 65.4% of the student job opportunities.

An increasing number of businesses are offering leadership development programmes (LDP) to MBA students from CEIBS. After entering an LDP, graduates usually find themselves rotated between different geographic areas and/or different departments in the company and quickly become an essential resource for the organisation. Sixty companies made 77 LDP opportunities available to CEIBS graduates this year.

Ford, AstraZeneca, Bayer, Dianping.com, DuPont, Education First, Fosun Group, Infosys, Roche and Samsung all hired more than three students each.



刘强东
Liu Qiangdong



姚劲波
Yao Jingbo



李明远
Li Mingyuan

中欧校友荣登《财富》中国40位40岁以下商界精英排行榜 CEIBS Alumni High on *Fortune China's* Top 40 Entrepreneurs

9月2日,《财富》(中文版)公布了2014年“中国40位40岁以下的商界精英”榜单,有多位中欧校友入选。京东商城CEO刘强东(EMBA 2009)蝉联榜首;58同城CEO姚劲波(EMBA 2010)名列前三甲;百度副总裁李明远(EMBA 2010)名列第七。格瓦拉生活网CEO刘勇、厦门美柚信息科技有限公司创始人兼CEO陈方毅、墨迹天气CEO金犁等三位中欧创业营校友也榜上有名。

39岁的刘强东今年蝉联榜首,他一手打造的京东商城于今年5月在纳斯达克上市。37岁的姚劲波今年作为“黑马”首次登陆榜单并名列前三甲,他创立的“学大教育”和“58同城”都是美国上市公司。30岁的李明远则谱写了职场传奇,他用不到十年的时间从基层员工迅速成长为百度核心管理层成员。

据统计,目前中欧EMBA学员的

平均年龄为40.5岁,正处于事业发展的黄金时期。中欧EMBA课程的使命是帮助他们成为兼具中国深度和全球广度、积极承担社会责任的领导者。他们不仅能实战,而且懂专业、懂管理、懂国际惯例;有思想深度、有人格力量,有比成功更高的追求。

Three CEIBS EMBA alumni were in the Top 10 of *Fortune China's* fourth list of Top 40 Chinese Entrepreneurs Under 40, which was announced in September, with one taking the top spot. They are:

- #1 Liu Qiangdong (EMBA 2009), CEO of JD.com
- #3 Yao Jinbo (EMBA 2010), CEO of 58.com
- #7 Li Mingyuan (EMBA 2010), General Manager, Mobile and Cloud Computing Division of Baidu.

This is the second consecutive year that Liu Qiangdong has topped the list. The trio are excellent examples of the calibre of CEIBS graduates. Both Liu Qiangdong and Yao Jinbo recently led their companies in launching IPOs in the US markets, which the magazine noted was a growing trend among Chinese technology companies.

In its introduction to the list, *Fortune China* also noted that this generation of Chinese entrepreneurs is “notable for their ability to grasp the conditions of the business environment with the courage and skill to explore and expand”. The magazine said that in making its selections for the list, it focused on those who encourage innovation and risk taking. It excluded anyone who had inherited their family business.



夏季达沃斯论坛中欧教授聚焦创新

CEIBS Focuses on Innovation at Summer Davos

9月10-12日，2014世界经济论坛·新领军者年会（又称“夏季达沃斯论坛”）在天津举办，盛会汇聚了来自全球90多个国家的逾1500名嘉宾，从广泛层面探讨了“推动创新，创造价值”的主题。9月11日，中欧国际工商学院中国创新中心（CCI）在“构建创新型全球商务”主题研讨会中展示了其关于中国企业如何推动创新的最新研究成果。中欧教授和多位知名企业高管共同出席了这一历时两小时的会议。

中欧中国创新中心联合主任叶恩华（George Yip）教授在会上展示了中心的研究成果，另一位联合主任韩践副教授主持了有关“如何培育中国创新人才库”的讨论环节。其他小组讨论深入探究了如何重新制定研发和投资战略，

如何采用在线解决方案等问题。中欧国际工商学院副院长兼教务长苏理达（Hellmut Schütte）教授也参加了此次会议。

除本次主题会议之外，中欧教授也参与了此次世界经济论坛的其他活动。韩践副教授在专为全球议程委员会（GAC）中国成员举办的非公开研讨会上就“中国创新态势”这一主题发表了演讲。此外，她还参与了“投资中国创新”“全球化中的创新——中国全球化者的新兴最佳实践”“洞察企业性别差异”等研讨会。叶恩华教授主持了“全球成长型公司商业委员会：21世纪人才”研讨会，会议研讨成果将用于制定论坛的倡议与方案。他还主持了“FBC知识交流系列：可持续的代际传承”研讨会，参与了“全球化中的创新——中

国全球化者的新兴最佳实践”研讨会。苏理达教授作为小组发言嘉宾出席了“全球成长型公司商业委员会：创新与企业家精神”研讨会；并参加了“欧亚大陆：下一个边界的景象”“全球化中的创新——中国全球化者的新兴最佳实践”等研讨会。

在过去几年里，中欧国际工商学院与世界经济论坛在不同地区的多个会议中开展合作。2012年1月的瑞士冬季达沃斯论坛上，中欧是首个举办“创意实验室（IdeasLab）”活动的亚洲商学院。2013年，中欧教授参加了大连夏季达沃斯论坛的工作空间会议，之后中欧在上海校区举办了“中欧-达沃斯论坛全球中国课程”。今年9月13-16日，中欧同样为世界经济论坛成员及负责人举办了这一特设课程。

The CEIBS Centre on China Innovation's (CCI) latest research findings on how Chinese businesses are enhancing their innovation edge were the basis for a September 11 session at the World Economic Forum Annual Meeting of the New Champions that was led by CEIBS faculty and an impressive list of business executives. The two-hour session was entitled "Building an Innovative Global Business".

CCI Co-Director Prof George Yip presented the Centre's findings, and Co-Director Prof Han Jian facilitated a discussion on how to cultivate China's innovative talent pool. Other break-out sessions delved into re-strategising R&D investments, and how to adopt Internet-driven solutions. CEIBS Dean & Vice President Hellmut Schütte also participated in the session.

Also known as Summer Davos, this WEF Forum saw more than 1,500 participants from 90 countries around the world gather in Tianjin from September 10 to 12 to discuss

the broader theme of "Creating Value through Innovation". CEIBS faculty were also involved in other aspects of WEF Tianjin. Prof Han Jian spoke at a workshop on the State of Innovation in China, a private event for Global Agenda Councils (GAC) China members. She also participated in workshops on "Investing in Creativity in China", "Innovation in Globalisation - Emerging Best Practice of Chinese Globalisers" and a Workspace session titled "Insights on Corporate Gender Gaps". Prof Yip moderated the workshop "Global Growth Companies (GGC) Business Council on Talent in the 21st Century". The findings will be used to shape several of the forum's initiatives and projects. He also moderated "FBC Knowledge Exchange Series: Sustainable Generational Transitions" where participants discussed how family businesses can successfully empower the next generation to preserve family wealth. In addition, he participated in a session on "Innovation in

Globalisation – Emerging Best Practice of Chinese Globalisers". Dean Schütte was a panellist during the "GGC Business Council on Innovation & Intrapreneurship". He also participated in "Eurasia: Scenarios for the Next Frontier", as well the workshop on "Innovation in Globalisation – Emerging Best Practice of Chinese Globalisers".

CEIBS has collaborated with the WEF on numerous events in various locations over the past few years. In January 2012 CEIBS became the first Asian business school to do an IdeasLab session at Winter Davos in Switzerland; in 2013 CEIBS faculty participated in a Workspace Session at Summer Davos in Dalian which was complemented by the CEIBS-Davos Forum Global China Programme held at the school's Shanghai Campus. This year CEIBS also organised a programme for WEF Fellows & Directors, which ran from September 13-16 at the school's Shanghai Campus.





汤森路透集团董事长做客中欧陆家嘴国际金融研究院 *Thomson Reuters Chairman Visits CLIIF*

8月14日，汤森路透集团董事长大卫·汤姆森（David Thomson）做客中欧陆家嘴国际金融研究院，与20多位校友和嘉宾进行交流，并共进午餐。中欧院长朱晓明教授出席活动，中欧院长助理、中欧教育发展基金会秘书长葛俊主持了活动。

朱晓明院长在欢迎辞中表示，汤森路透集团是全球领先的专业信息服务提供商。在如今的信息时代，以互联网为核心的第三次产业革命方兴未艾，中国经济正经历深刻的转型，中国企业必须放眼未来，拥抱第三次产业革命，才能在未来的竞争中占据有利位置。因此，无论是中欧国际工商学院，还是中欧校友企业，都非常期待与汤森路透集团的深度交流与合作。大卫·汤姆森在致辞中向嘉宾们介绍了汤森路透集团未来发展的三大目标：简化、优化流程管理；

重视人力资本，最大限度发挥人才优势；目光长远，不因眼前利益而忽略长期利益；并表示中欧与汤森路透可以在教学系统、内容等方面进行合作，培养出优秀的企业家。

陪同出席的还有汤森路透全球战略市场总裁冈萨罗·利萨拉格（Gonzalo Lissarrague）、全球战略市场总监丹尼尔·罗德里格斯·万诺（Daniel Rodriguez Vanner）、中国区总裁刘煜及中欧陆家嘴国际金融研究院执行副院长刘胜军。本次活动由中欧教育发展基金会与中欧陆家嘴国际金融研究院联合主办。

Thompson Reuters Chairman David Thomson visited the CEIBS Lujiazui Institute of International Finance (CLIIF)

on August 14 and met with more than 20 CEIBS alumni and guests. Thomson Reuters is a leading global news and information service provider. During his visit the company's chairman shared the three main objectives of its future development strategy: streamlining procedures, maximising quality of information, and focusing on the long-term. In his welcome address CEIBS Executive President Zhu Xiaoming said that the school looks forward to more opportunities to cooperate with Thomson Reuters. Gonzalo Lissarrague, President of Global Growth & Operations for Thomson Reuters and Dr Gary Liu, Executive Deputy Director of CLIIF, also attended.

中欧举办MBA主题专场答谢晚宴 Donor Appreciation Banquet

9月3日，中欧国际工商学院2014答谢晚宴MBA主题专场在中欧上海校园举办。近百位向中欧捐赠MBA奖学金及支持中欧发展的校友们重返母校，欢聚盛宴。中欧院长朱晓明教授，中欧名誉院长、中欧教育发展基金会理事长刘吉教授，中欧副院长兼教务长苏理达（Hellmut Schütte）教授，中欧副院长兼中方教务长张维炯教授，学院各部门负责人和教授代表共同出席了晚宴。

朱晓明院长、苏理达副院长、张维炯副院长分别在答谢晚宴上发表了精彩演讲。蒋锦志（CEO 2008）、马爽（MBA 2001）、谢震（MBA 2000）作为捐赠校友代表发表感言。MBA奖学金获得者邓琴（MBA 2016）作为受益学生代表致感谢辞。刘吉名誉院长在晚宴结束时发表了热情洋溢的演讲，号召企业家们在积累财富的同时不忘社会责任，勉励校友们对学院多做贡献，为中欧成为世界级名校而共同努力。

此次答谢晚宴由中欧教育发展基金会和MBA课程部共同主办。晚宴现场，学院领导还为捐赠冠名石化演讲厅及会议中心座椅的校友们颁发了纪念证书。

The CEIBS Education Foundation and MBA Office hosted the 2014 Donor Appreciation Banquet September 3 to thank those who have generously invested in the school's continued development

by funding MBA scholarships and other initiatives. Around 100 alumni turned out for the event, which coincided with the arrival of China's Mid-Autumn Festival. School leaders, faculty and department heads also attended.

CEIBS Executive President Professor Zhu Xiaoming, Chairman of the CEIBS Education Foundation and Honorary President Liu Ji, Dean and Vice President Professor Hellmut Schütte, and Vice President and Co-Dean Professor Zhang Weijiong addressed the gathering. They collectively expressed their appreciation to all those who have generously supported the continued development of the school. They also spoke about the key role that alumni investment and other support has played in the great progress that the school has made since its founding 20 years ago.

Jiang Jinzhi (CEO 2008), Ma Shuang (MBA 2001) and Xie Zhen (MBA 2000) spoke on behalf of alumni who have invested in CEIBS. They encouraged alumni to work together to build a culture that promotes investment in the school, and encouraged MBA students to cherish their many opportunities and work hard to contribute towards developing CEIBS and the wider society.



蒋锦志 Jiang Jinzhi



马爽 Ma Shuang



谢震 Xie Zheng



中欧举办2014第八届中国银行家高峰论坛 8th China Bankers Forum

9月13日，由中欧国际工商学院与新华社《财经国家周刊》联合主办的2014第八届中国银行家高峰论坛在中欧北京校区隆重举行，共有200余名银行业人士和近40家主流媒体前来参加。论坛以“中国银行业：因势而变”为主题，汇聚业界精英，共同把脉新形势下中国银行业面临的机遇和挑战。国际货币基金组织（IMF）副总裁朱民、中国人民银行调查统计司巡视员徐诺金、中国人民银行条法司司长穆怀朋等在论坛上发表演讲。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，中欧陆家嘴国际金融研究院院长吴晓灵教授，副教务长、会计学教授许定波，副教务长、经济学与金融学教授许斌，金融学教授亨里克（Henrik Cronqvist）等也出席了论坛。

The impact of new government policies and new entrants in China's financial sector such as Internet giants Baidu, Alibaba and Tencent were the focus of discussions at the 8th Annual China Banker's Forum held on September 13 at the school's Beijing Campus. Speakers addressed the potential impact of interest rate liberalisation in China and the challenges for establishing an effective framework for inclusive finance. They also offered possible co-competition scenarios in which traditional banks and Internet companies could cooperate to ensure the healthy development of Internet finance in China.

第四届中欧“当中国遇见非洲”年会成功举办 When China Meets Africa

7月20日，第四届中欧“当中国遇见非洲”年会在中欧陆家嘴国际金融研究院举行，来自中国和非洲的校友们围绕“为什么合作战略对于中非商务发展至关重要”这一主题展开了小组讨论。36位在上海完成最后课程模块的非洲2013级EMBA学员和50多位来自中国和欧洲的商业高管和学者出席了会议。

The 36 CEIBS Africa EMBA 2013 class participants completing their final programme module in Shanghai were joined by more than 50 senior business executives and academics from both China and Europe on July 20 for the 4th Annual CEIBS When China Meets Africa Conference. The event featured a panel discussion between CEIBS alumni from both Africa and China on “Why Collaborative Strategies are Essential for China Africa Business Development”.

中欧-世界经济论坛全球中国课程成功举行 CEIBS-WEF Global China Programme

9月16日，中欧-世界经济论坛全球中国课程“中国的迷人之处”在中欧上海校区成功举行。在为期四天的课程中，通过课堂学习和企业参访，世界经济论坛的负责人和成员们对中国的商业和社会加深了理论和实践认识。本次课程由中欧国际工商学院中欧文苑主任高大伟（David Gosset）和世界经济论坛全球领导力项目主管吉尔伯特·普罗布斯特（Gilbert Probst）共同设计。

The Fellows and Directors of the World Economic Forum attended the four-day CEIBS-World Economic Forum Global China Programme at the school's Shanghai Campus September 13-16. Entitled “Engaging Constituents in China”, the programme provided participants with theoretical and practical insights into Chinese business and society through a combination of company visits and lectures. It was co-designed by David Gosset, Director of the Academia Sinica Europaea at CEIBS and Gilbert Probst, Director of the World Economic Forum Global Leadership Programme.



中欧联合举办“2014中国最佳创新企业”评选 Best Innovator China 2014 Awards

7月，中欧国际工商学院、科尔尼管理咨询公司和《商业周刊/中文版》共同发起了“2014中国最佳创新企业”评选。最佳创新企业评选活动已有十余年历史，在全球多个国家展开，今年是首次登陆中国。评选的目的是提高参选企业的创新能力，展现创新成果和优秀的管理实践，从而推动可持续创新。无论获奖与否，所有参赛企业都会收到一份定制化的反馈报告。

In an effort to boost innovation and recognise achievements in innovation as well as management practices that lead to sustainable innovation success, CEIBS has partnered with global management consultancy AT Kearney and *Bloomberg/Businessweek China* for the inaugural Best Innovator China 2014 awards. Participating companies will receive a customised feedback report that benchmarks their achievements and capabilities against aggregated peer companies and suggests areas for improvement.

中欧举办“上海MBA课程案例库”初始库专家会评 Progress for Shanghai MBA Case Library

9月6日，由中欧案例中心主办的“上海MBA课程案例库”初始库专家会评会议在上海校区举行。来自中欧国际工商学院、上海交通大学、同济大学、华东理工大学、华东师范大学、上海财经大学、上海大学和浦东干部学院的九位资深案例评审专家参加了此次会议。会议评审对象是224篇盲审意见不统一的案例和被拒绝的案例。会评专家分为三个小组，基于每篇案例的三位盲审专家评估意见以及对案例本身的阅读，进行小组讨论并做出了接受或拒绝的判断，以避免误评的可能。经过会评专家认真、热烈的讨论，最终共有100篇案例被评为“接受”。加上之前盲审一致接受的60篇案例和中欧6篇国际获奖案例，“上海MBA课程案例库”初始库将由166篇质量较优的案例组成。本次会评为案例库的质量提供了重要保障，也为“上海MBA课程案例库”的正式开通打下了坚实基础。

Following a rigorous group review process, 166 high-quality cases have been entered into the database of the Shanghai MBA Case Library. The collection includes six CEIBS cases that have received international awards. Case assessment experts from CEIBS, Shanghai Jiaotong University, Tongji University, East China University of Science and Technology, East China Normal University, Shanghai University of Finance and Economics, Shanghai University and the China Executive Leadership Academy Pudong met September 6 at the CEIBS Shanghai Campus to conclude the group review process and officially accept the cases for the Library.

加纳小姐参加2014中欧“非洲女性创业和领导力”课程 Miss Universe Ghana Joins WELA

8月29日，阿比娜·阿皮亚 (Abena Appiah) 从十位佳丽中脱颖而出，加冕今年“加纳小姐”选美比赛冠军，她将代表加纳参加今年12月在巴西举行的环球小姐总决赛。作为奖励的一部分，阿比娜·阿皮亚将参加2014中欧“非洲女性创业与领导力 (WELA)”课程。中欧“非洲女性创业与领导力”课程旨在培养女性企业家发现商机，实现企业可持续发展。

Abena Appiah, this year's winner of the Miss Universe Ghana pageant, will be joining the 2014 cohort of CEIBS Africa's Women Entrepreneurship and Leadership Programme for Africa (WELA) as part of her prize package. Abena was crowned the winner of the pageant, from a field of 10 ladies, at the La Palm Royal Beach Hotel on Friday August 29. She will be representing Ghana at the Miss Universe pageant in Brazil in December. The WELA Programme trains female entrepreneurs to identify business opportunities and sustain viable enterprises.

朱晓明院长讲授银联博士后工作站首场公开课 Prof Zhu Xiaoming Lectures on Innovation

2013年，中国银联博士后工作站经国家人事部批准成立，并在中欧设立工作室，由中欧院长朱晓明教授担任指导老师。今年7月22日，朱晓明教授为新招收的博士后和100余名来自金融行业和第三方支付行业的企业家讲授中国银联博士后工作站的首场公开课，解读了“支付领域最前沿的40项科技创新”。

8月15日，中欧院长朱晓明教授与上海纽约大学校长俞立中教授在上海书展现场参加了由文汇出版社、文汇讲堂联合主办的“拥抱跨界创新：全球化与移动互联网下中国创新和教育优势”论坛。朱晓明教授在演讲中再次展示了他在创新领域的真知灼见。

With innovation in Chinese companies a hot topic lately, CEIBS Executive President Zhu Xiaoming has been in demand to speak on this topic. More than 100 senior business executives, government officials, and academics attended his July 22 lecture in Shanghai that focused on Chinese innovation in banking and how Chinese payment services such as China UnionPay, Alipay and WeChat Payment are shaping the development of Internet finance both in China and the rest of the world. During the Shanghai Book Fair, on August 15, he gave a lecture on Cross-border Innovation during a session hosted by Wenhui Press.

麦克罗教授在布达佩斯EACES双年会上发表演讲 Prof Klaus Meyer Headlines Budapest Event

9月6日，中欧战略与国际商务教授麦克罗（Klaus E. Meyer）在第13届欧洲比较经济研究协会（EACES）双年会上发表主题演讲，探讨了新兴经济体中的跨国企业战略。欧洲比较经济研究协会是顶级学术机构，学者们在此探讨东欧经济转型，比较不同国家和地区的体制和改革。麦克罗是中欧新兴市场研究中心主任和国际商务学会副主席。

Professor of Strategy and International Business Klaus E Meyer outlined the strategies of multinational companies from emerging economies in a keynote address at the 13th EACES (European Association of Comparative Economic Studies) Biennial Conference on September 6 in Budapest. The EACES is the foremost forum for scholars discussing economic transition in Eastern Europe, and comparing systems and reforms across countries and regions. Prof Meyer is Director of the CEIBS Research Centre for Emerging Market Studies and Vice President of the Academy of International Business.

李善友教授在蓉畅谈移动互联网时代的颠覆式创新 Prof Kevin Li Gives Keynote at Chengdu Forum

9月17日，中欧国际工商学院管理论坛在成都举行。中欧创业学兼职教授李善友在论坛上畅谈了“移动互联网时代的颠覆式创新”，为成都企业如何抓住移动互联网时代的机遇支招。本次论坛吸引了1000余位当地校友和企业家出席，多家当地主流媒体参会报道。

“Disruptive Innovation in the Internet Age” was the topic of the keynote speech given by Executive Director of the CEIBS Centre for Entrepreneurship and Investment Adjunct Professor of Entrepreneurship Kevin Li during the CEIBS Management Forum in Chengdu on September 17. More than 1,000 senior business executives turned out for the event. In his speech, Prof Li used Chinese mobile phone maker Xiaomi as an example to illustrate how the Internet offers entrepreneurs a tool for developing innovations that can disrupt traditional business models.



中欧管理论坛保定、大庆、广州三地行 Prof Oliver Rui Speaks in Baoding, Daqing & Guangzhou

7-9月，中欧管理论坛先后在保定、大庆和广州三地举行，中欧金融与会计学教授、IESE-中欧合作博士课程主任、中欧凯风家族传承研究中心联席主任芮萌在三地发表了不同主题的演讲。

7月24日，芮萌教授在保定论坛发表了有关城市功能的演讲，他结合东京都市圈的案例对保定城市发展规划进行了对比分析。保定市市长马誉峰，中欧教务长、EMBA课程主任陈杰平教授出席论坛并致辞。300多位当地企业家和中欧校友到场聆听。

9月11日，芮萌教授在大庆论坛中探讨了“东北振兴之路”，并将东北与德国鲁尔工业区的共性和差异进行了对比分析，对东北振兴给予了新的启示。200余位当地企业家和中欧校友出席论坛。

9月17日，芮萌教授在广州论坛以“互联网金融的大时代”为题发表演讲，300余位当地企业家和中欧校友参加论坛。

Internet finance, the revitalisation of Northeast China, and the potential benefits of a new government plan to integrate Beijing, Hebei and Tianjin were the focus of recent CEIBS Forums held in cities across China. Director of the CEIBS-World Bank China Centre for Inclusive Finance & Professor of Finance and Accounting Oliver Rui gave the keynote address at all three. In Baoding on July 24 he explained how that city might benefit from a newly announced government plan to integrate Beijing, Hebei and Tianjin in the same way that areas on the outskirts of Tokyo benefited when that city sought to relocate some of its industries. Speaking in Daqing on September 11 at the CEIBS Executive Forum entitled “Observations on the Chinese Economy: How to Revitalise Northeast Asia” he made comparisons between Northeast China and Germany’s Ruhr region, which has seen a successful economic revitalisation after a significant decline in prosperity. The forum was hosted by CEIBS and co-organised by the Daqing Federation of Industry & Commerce, Daqing Youth Federation, Daqing Association of Small and Medium Enterprises and the CEIBS Alumni Association Heilongjiang Chapter. The Guangzhou forum was entitled “The Big Era of Internet Finance”. It was sponsored by the Cantonese Business Alliance, *Fast Company Magazine*, the Guangzhou Enterprise Confederation, the Guangzhou Branch of Baidu and the CEIBS Alumni Association Guangzhou Chapter.



中欧教授赴费城参加管理学会年会

CEIBS Faculty Attend AOM Annual Meeting

8月1-5日，第74届管理学会年会在美国费城举行，中欧教授团队与全球学者共同参与了这一以“文字的力量”为主题的大型年会。一年一度的管理学会年会聚集了一万多名管理学和组织学领域的专家学者。此次参会的中欧教授有：教务长、拜耳领导力管理学教授忻榕，战略学及创业学系主任、创业学教授方睿哲，管理学会全球管理部前主席、战略学教授朴胜虎，中欧中国创新中心联合主任、管理学副教授韩践，组织行为学与人力资源管理学副教授金台烈，创业学助理教授龚焱，管理学助理教授庄汉盟，战略学副教授陈威如。他们在此次年会上围绕着战略学、创业学、人力资源、领导力、家族企业等多个话题进行探讨并发表了论文。

A team of CEIBS faculty were among the thousands of global scholars discussing “The Power of Words” during the 74th Annual Meeting of the Academy of Management (AOM) in Philadelphia from August 1-5.

The annual AOM brings together more than 10,000 students, academics, scholars and professionals from the fields of scholarly management and organisation. CEIBS faculty weighed in on discussions and presented papers on a variety of topics including strategy, entrepreneurship, HR, leadership, family businesses, how harmony affects group performances, how CEOs in Chinese firms develop top management teams, network ties and performance, team learning and why.

Faculty who attended were: Prof of Management, Bayer Chair in Leadership and Associate Dean of Executive Education Katherine Xin; Prof of Entrepreneurship, Department Chair (Strategy and Entrepreneurship) and Academic Director of the Centre for Entrepreneurship and Investment Rama Velamuri; Prof of Strategy Sam Park, who is former Chair of the International Management Division of AOM; Associate Prof of Management and Co-Director, CEIBS Centre on China Innovation Han Jian; Associate Prof of Organisational Behaviour and Human Resource Management Tae-Yeol Kim; Assistant Prof of Entrepreneurship Gong Yan; Assistant Prof of Management Daniel Han Ming Chng; and Associate Prof of Strategy Chen Weiru.

陈威如教授合著论文荣获管理学会年会最佳论文奖 Prof Chen Weiru's Work Lauded

2014年8月4日在美国费城举办的全球管理学会年会上，中欧战略学副教授陈威如联合撰写的论文《情感教导：中国企业的CEO如何发展高层管理团队》获得了美国管理类研究生教育最佳论文奖。该奖项由美国管理类研究生入学委员会（GMAC）颁发。该文用了三年时间观察中国企业的CEO如何利用情感管理和亲身教导在组织中构建和发展高层管理团队，让他们取得快速成长。论文合著者为中欧研究助理唐淦琦和欧洲工商管理学院阮贵辉。

CEIBS Associate Professor of Strategy, Weiru Chen and his co-authors received the MED Best Paper in Graduate Management Education Award on August 4 at the Academy of Management's (AOM) Annual Meeting in Philadelphia. The paper is entitled "Emotional Teaching: How CEOs Develop Top Management Teams in Chinese Firms" and the award was sponsored by the Graduate Management Admission Council. The paper provides results of a three-year study that looks at how the CEOs of Chinese firms develop their top management teams through personal teaching and emotion management actions. Prof Chen's co-authors on this paper are CEIBS Research Assistant Gage Tang and Quy Nguyen Huy of INSEAD.



《商业伦理期刊》收录丁远、张华教授论文 JBE to Publish Profs Ding & Zhang

近日，由中欧国际工商学院会计学教授丁远、金融学助理教授张华共同撰写的论文被《商业伦理期刊》刊用。这是两位作者在过去一年中第三次在著名的FT45杂志（由英国《金融时报》评选的45种最权威的经管类杂志）上发表文章。该论文以《是什么推动了管理层在职消费？竞争理论视角的实证检验》为题，探讨了在中国企业环境下，在职消费对于管理人员的激励行为，抑或只是一种有利于管理层却有损公司利益的开销。该论文已获得由爱墨瑞得（Emerald）和中国管理研究国际学会（IACMR）共同颁发的中国管理研究基金奖。另一位合著者宋渊洋在撰文期间是中欧国际工商学院研究助理，现任职于华东理工大学工商管理学院。

A paper co-authored by CEIBS Cathay Capital Chair in Accounting Professor Ding Yuan and Assistant Professor of Finance Zhang Hua has been accepted for publication in the *Journal of Business Ethics*. This marks the third time in the past 12 months that the pair has had a paper accepted by a prestigious FT45 publication.

This paper, entitled "What Drives Managerial Perks? An Empirical Test of Competing Theoretical Perspectives" explores the conditions in Chinese firms under which perks serve as an incentive for managers and when they are merely a cost that benefits managers while detracting from the firm's value. The paper has already received the Chinese Management Research Fund Award from Emerald and the International Association for Chinese Management Research (IACMR). The third co-author on the paper is Yuanyang Song, who was a research assistant at CEIBS when the paper was written and is now with the School of Business at East China University of Science and Technology.

中欧MBA代表队在布莱德 战略案例比赛中名列第二 CEIBS MBA 2015 Team Shines in Case Competition

9月，三名中欧2015届MBA学生石林、杨飞和潘旦寅组队参加由斯洛文尼亚政府组织的布莱德战略案例比赛，并夺得了第二名。比赛要求参赛队伍就如何发展斯洛文尼亚丰富的森林资源提出创新的可行性方案。凭借深入的分析、扎实的财务预测及良好的临场表现，中欧代表队获得了包括学者、企业家和政府官员在内的评委团的一致好评。比赛之后举行了为期一周的“青年领袖营”和“布莱德战略论坛”。青年领袖营邀请了21位来自全球的青年领袖，与参赛的21名选手组队共同完成以“信任”为主题的研讨会。“布莱德战略论坛”则广邀斯洛文尼亚国内外的政坛、商界精英，探讨欧洲经济形势、挑战与机遇。在这个国际平台上，中欧团队广结善缘，传播了中欧的文化与影响力。

MBA 2015 students Daniel Shi, Richard Yang and Danyin Pan took second place in the Bled Strategy Case Competition, which was organised by the Slovenian Government and hosted by the IEDC Bled School of Management. The CEIBS team was chosen from among more than 100 teams from top global B-schools that were vying for one of the seven spots in the final round of competition, which was held in Slovenia on September 2. Following the competition the CEIBS team participated in the week-long Young Leaders' Camp (YLC) and BLED Strategic Forum (BSF). The YLC provides a platform for young leaders from around the world to discuss innovative ways for building trust in a variety of real-life situations. The BSF brings together government officials, business leaders and academics from both Slovenia and abroad to share their insights into emerging business trends, challenges and opportunities for Europe.

中欧校友剧社相守十年纪念大戏

中欧校友自编自导自演大型原创话剧

见信如晤

旧货市场上偶然发现的一堆家书，一个落款为「山」的男人写给妻子「庆」的信。四百多通，从民国写到共和，从暗恋写到执手，从相守又写到分离。这份隔了岁月的凝视突然在今天找到了历史的出口。胡爽，秦是楚，小青，姜凤，赵建国，白文琦，中欧人熟悉的角色又一次登场。



艺术指导：方旭

演出时间：2014年11月21-22日 演出地点：上海梅赛德斯·奔驰文化中心

在微信的时代，在孤单的日子，在无常的年代，我们重温书信的温暖，我们仰赖简单的方式，我们寻找平常的意义。



EDP

周坚 饰 胡爽



EMBA03

范柳 饰 小苹果



EMBA06

方静静 饰 白文琦



EMBA95

李建平 饰 山



DIPLOMA

徐瑛 饰 庆



EMBA01

卢荣 饰 姜凤



EMBA06

章建华 饰 赵建国



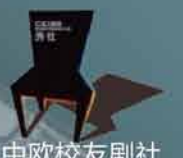
MBA01

王蕾 饰 小青



EMBA01

王昀 饰 秦是楚



中欧校友剧社
CEIBS Alumni Drama Club

