



# 知识源泉 Knowledge Source

作为一个知识创造与传播的平台，2014年中欧国际工商学院继续在京沪校园以及全国各地举办大型论坛。以下是今年的部分重要会议：

As a source of knowledge creation and dissemination, CEIBS continued to host major forums throughout the year at both the Shanghai and Beijing Campuses as well as in cities across China. A few highlights:

# 2014全球供应链高峰论坛

Cover Story

## 供应链生态系统中的协同与创新 Collaborative Innovations in Supply Chain Ecosystems



**创新:** 中国环境中的创新是这一年诸多会议的主题, 这些会议从不同行业层面探讨了创新问题, 中欧中国创新研究中心在不少会议中发挥了至关重要的作用。5月13日, 中欧中国创新研究中心在上海校区举办首届研究成果交流会, 主要议题包括: 外资企业科技创新、跨国公司如何立足中国并服务全球市场、在华研发中心的发展, 等等。近130名企业高管、知名学者和媒体伙伴参与会议。4月1日, 中欧中国创新研究中心在中欧北京校区图书馆举办零售行业“创新·动力沙龙”。10月29日, “2014精准创新高峰论坛暨《精准创新》中文版发布会”在中欧上海校区举行, 会上发布了由中欧院长朱晓明教授担任总策划、主审译并撰写序言的图书《精准创新(中文版)》。

**Innovate!** – Innovation in China was the theme of several events that explored innovation in various industries, and the CEIBS Centre on China Innovation (CCI) played a key role in many of these discussions. The CCI hosted a conference May 13 at the school's Shanghai Campus in which it presented results of its three-year study on how both Chinese and foreign companies are approaching innovation in China. CCI also held a Retail Industry Salon at the Beijing Campus on April 1 during which academics and industry experts explored how mobile Internet and social media are leading innovations in the retail sector. The CEIBS Hype Cycle Innovation Forum was held at the Shanghai Campus on October 29, and it included the launch ceremony for the Chinese edition of the book *Mastering the Hype Cycle: How to Choose the Right Innovation at the Right Time*, whose translation and publication was overseen by CEIBS Executive President Professor Zhu Xiaoming.





青岛 Qingdao

**管理会计论坛:** 10月11日,“2014中国管理会计论坛:当代管理会计的趋势与挑战”在中欧北京校区举办,该论坛由中国总会计师协会和中欧国际工商学院共同主办,中欧CFO协会提供支持。

**All in the Numbers** – An exploration of the current trends and challenges in Management Accounting was the focus of the China Management Accounting Forum 2014 held on October 11 at the CEIBS Beijing Campus. The Forum was co-hosted by CEIBS and the China Association of Chief Financial Officers with support from the CEIBS Alumni CFO Association.

北京 Beijing

**对话大数据:** 互联网金融和大数据的迅猛发展影响了中国和全球的许多行业,这也是资深商业高管经常讨论的话题。1月21日,2013互联网金融年度论坛在中欧上海校区举行,该论坛以“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。4月25日,由中欧沙龙书友汇联合主办的“实战大数据”高峰论坛在中欧北京校区举行,来自阿里巴巴、京东和当当的资深高管在会上探讨了大数据对于电子商务行业的影响。

**Big Data Dialogue** – Rapid developments in Internet finance and Big Data are impacting many industries in China and globally and are a frequent topic of discussion among senior business leaders. Senior executives from Chinese companies at the forefront of Internet finance participated in panel discussions January 21 at the Internet Finance Industry Annual Forum held at the school's Shanghai Campus. The Forum was co-organised by the Shanghai Institute of Digitalisation and Internet Finance and IFC1000 (Internet Finance Corporation). A Summit on Big Data was held at the school's Beijing Campus on April 25, which brought together senior executives from Alibaba Group, jd.com, and dangdang.com for a discussion of the impact that Big Data is having on the e-commerce industry.



**供应链峰会:** 9月11-12日, 中欧国际工商学院和国际供应链理事会在上海联合举办“2014全球供应链高峰会议”, 会议主题为“供应链生态系统中的协同与创新”。该峰会由中欧运营及供应链管理教授、供应链与服务创新中心主任赵先德和国际供应链理事会大中华区执行总裁詹斯敦 (Shelton Chan) 发起, 有近250位海内外嘉宾和25家媒体前来聆听。峰会期间还为中欧新成立的供应链与服务创新中心举行了揭幕仪式。

**Supply Chain Summit** – Senior executives from more than 20 industries came together for a two-day exploration of “Collaborative Innovations in Supply Chain Ecosystems” at the 1st Global Supply Chain Summit 2014, which was held in Shanghai September 11 and 12. Organised by CEIBS Professor of Operations and Supply Chain Management Zhao Xiande and Managing Director of the Supply Chain Council (SCC) Greater China Shelton Chan, the Summit also included the launch ceremony for the newly established CEIBS Centre of Innovation in Supply Chain and Service.

**专题研讨:** 8月15日, 吴敬琏学术基金专题研讨会在青岛举行。研讨会以“公司治理和混合所有制经济”为主要议题, 20余位专家学者与校友代表前来参加。吴敬琏教授在会上结合中共十八届三中全会大背景, 对公司治理和混合所有制经济的历史传承进行了系统而深入的总结, 并对其未来发展给予了高瞻远瞩的建议, 令参会嘉宾受益匪浅。

**Managing JVs** – Corporate management and joint ventures were the focus of a symposium sponsored by the Wu Jinglian Academic Fund that was held in **Qingdao** August 15. Among the featured lecturers was Baosteel Chair Professor of Economics at CEIBS Wu Jinglian, who founded the Fund in order to promote the development of Chinese management education.

**行业论坛:** 今年, 中欧举办了一系列享有盛誉的行业论坛。海内外商界领袖、专家学者和政府官员在这些平台上探讨了商业模式和实践所面临的创新和挑战, 许多论坛的主题都围绕着中央政府的经济改革计划, 城镇化对各行各业的影响而展开。2014第三届中国家族传承论坛探讨了家族企业基业长青的奥秘。2014第六届顶级品牌高峰论坛探讨了顶级奢侈品牌如何改变其商业模式, 以适应中央政府的政策和消费者快速变化的行为。

**Industry Deep Dive** – CEIBS’ renowned series of industry forums continued to provide a platform for business leaders, academics, government officials and policy makers from both China and abroad to discuss how new innovations and challenges are impacting business models and practices. Many of this year’s discussions centred on how implementation of the central government’s economic reform plans and urbanisation policies will impact various sectors, including banking, healthcare, automotive and agriculture. Discussions at the 3rd Annual Family Heritage Forum 2014 focussed on strategies for grooming family business successors. The 6th Prestige Brands Forum 2014 looked at how leading luxury brands are changing their business models in response to new government regulations and rapid changes in Chinese consumer behaviour.

**案例开发:** 经上海市政府慎重选择, 中欧国际工商学院承担起率先发展“上海MBA课程案例库开发共享平台”的重任。今年9月6日, 该案例库平台完成了初始库专家会评, 166篇质量较优的案例组成了“上海MBA课程案例库”初始库; 10月20日, 第二批入库案例专家会评进展顺利, 41篇质量较优的案例成为第二批入库案例。11月4日, 上海市人大常委会主任殷一璀、上海市副市长翁铁慧莅临中欧调研, 期间为“上海MBA课程案例平台”初始库开通揭牌, 并听取了案例平台成立一年来的建设进展。

**Research Focus** – The Shanghai MBA Case Development and Sharing Platform, commissioned by the Shanghai Government and housed at CEIBS, this year completed a rigorous review of its first batch of cases, which resulted in 166 high-quality business cases being entered into its database. The review of a second batch of cases is now underway. The platform aims to make available high quality cases about Chinese companies that can be used by top business schools both in China and abroad. The Steering Committee guiding development of the platform, which includes CEIBS Executive President Professor Zhu Xiaoming, Vice President and Co-Dean Zhang Weijiong, and Director of the CEIBS Case Development Centre Professor of Management Liang Neng, have been working throughout the year to ensure the Platform meets its development targets and timetable.