



President Li Meets South Korean Execs

Senior executives from the South Korean conglomerate CJ Corporation met with CEIBS President Li Mingjun on April 9 to learn more about the school and explore future avenues for cooperation. The 60-year-old conglomerate operates businesses in various sectors including food service, pharmaceuticals, biotechnology, media and entertainment, home shopping and logistics. It entered the Chinese market in 1992 and has many CEIBS alumni among its 13,000 employees in China. The delegation which visited CEIBS Shanghai Campus was led by the company's China President Park Keun Tae.

CEIBS Alumna Meets Xi Jinping

CEIBS alumna Lan Yu received encouragement from Chinese President Xi Jinping for her efforts in introducing Chinese culture to the world during a session of the Boao Forum for Asia Annual Conference 2015 on March 28. Besides representing China's young cultural entrepreneurs in a discussion with President Xi, the designer also participated in a panel discussion at the Boao CCTV Young Leader Roundtable 2015 entitled "Power of Individuals in the Era of Pluralism". *New York Times* columnist Thomas Friedman, Baidu President

Zhang Yaqin, IFENG President Li Ya, Star VC co-founder Ren Quan and the renowned performer Wang Feng were also on the panel.

Shanghai MBA Case Library Collection Grows

Senior experts from CEIBS, Tongji University, Shanghai University of Finance and Economics, Shanghai University and China Executive Leadership Academy Pudong have completed the third-round review of cases that were submitted last year for inclusion in the Shanghai MBA Case Library. The rigorous review process

resulted in 44 of the 67 submitted cases being accepted for inclusion in the Case Library.

Recruitment in Mobile Internet Age

CEIBS Business Review and 9191offer, the mobile recruitment platform founded by CEIBS alumni company Bridge HR, will cooperate on releasing a monthly Mobile Internet Recruitment Index that will benefit both companies and job seekers. A signing ceremony was held in March at the Spanish Centre on the Shanghai Campus to mark the new initiative.



MBA Launch Entrepreneurial Lab

“Apple began in a garage. Maybe 30 years from now people will be talking about a company that began in the CEIBS canteen,” said the school’s Vice President and Co-Dean Professor Zhang Weijiong jokingly during the launch of the CEIBS MBA E-Lab in April. It’s a modest space carved out of the large VIP canteen that sits atop the student centre. But great things are expected from the entrepreneurship incubator which is run by and for the current batch of MBA students.

Innovation & Transformation Focus for CEIBS Forums

How to embrace change and keep up with the rapid innovations in digital technology was the focus of discussions with business leaders and academics at CEIBS Chongqing Forum on March 26. More than 500 people turned out for the forum, which was titled “Innovation and Transformation of Traditional Enterprises in the Mobile Internet Age”. Then Santander Chair Professor in Economics and Finance Xu Xiaonian and Associate Professor of Strategy Chen Weiru discussed development and innovation opportunities

for Xinjiang companies under China’s new “One Belt and One Road” strategy at CEIBS Xinjiang Summit in Urumqi March 28. Both events were part of a series of regional events that highlight CEIBS’ China Depth.

Kudos for Cronqvist’s Research

CEIBS Zhongkun Group Chair Professor of Finance Henrik Cronqvist and his co-author received the Outstanding Paper Award in the “Applied Corporate Finance” category at the Midwest Finance Association’s annual meeting in March. Titled “Corporate Governance and the Creation of the SEC”, the paper explores

the effect that the creation of the SEC had on a broad set of governance measures related to board independence, size and director location as well as firm valuations.

CEIBS Makes Dual Degrees Easier

Starting with the current MBA 2016 intake, CEIBS students will now have an even easier time doing dual degree programmes with Fletcher, Johns Hopkins and Cornell. In April, MBA Director Professor Chen Shimin gave students the great news about a newly-created scholarship which gives each recipient up to USD10,000.



Architect Ruan Yisan

70 New Alumni for CEIBS Africa

The CEIBS alumni family gained 70 members on March 21 as the school's Africa Programme held its fifth graduation ceremony. Executive MBA degrees were awarded to 42 participants and the Women Entrepreneurship and Leadership for Africa (WELA) Programme presented certificates to 28 women who have completed that programme. Several students from both programmes were also recognised with "Outstanding Graduate" and "Organisational Impact" awards.

"Change Makers" at TEDxCEIBS 2015

Eight dynamic thought leaders representing different industries in China, Europe and North America shared their ideas, insights and inspirations on the topic of Change at the Third Annual MBA student-led TEDxCEIBS conference in April. More than 100 people attended the conference at the CEIBS Pyramid on the Shanghai Campus. They were joined by over 1,000 viewers who watched via a live-stream on the Internet.

New EMBA Journey Begins

Co-founder of eHi Car Services Dr Cai Lihong (EMBA 2013) urged the 300 participants of the EMBA 2015 Spring intake to learn from their classmates as well as their professors during the programme's opening ceremony on April 18 at the CEIBS Shanghai Campus. CEIBS Presidents Prof Pedro Nueno and Dr Li Mingjun, Vice President and Co-Dean Prof Zhang Weijiong and Parkland Chair Professor of Strategy Sam Park attended.

Meeting Career Goals

The CEIBS Career Development Centre (CDC) hosted a networking session with renowned headhunting firms to provide opportunities for current MBA students and alumni from the school's MBA, FMBA and EMBA programmes to fulfil their long-term career goals. Larry Wang, Founder & CEO of Wang & Li Asia Resources, gave the keynote address in which he shared his insights on job market trends and career development. The CDC provides many career related workshops and activities throughout the year, and the April 12 session with the headhunting firms is one of its signature annual events.



Entrepreneurial Journey

Shi Jianming (MBA 1998), Managing Director of Morningside Ventures, shared stories about his entrepreneurial journey with finance executives in a March 20 lecture at the CEIBS Lujiazui Institute of International Finance. The event was part of the “Dialogue with CEIBS Alumni Financial Talents” lecture series co-hosted by the CEIBS Finance MBA Programme and the CEIBS FMBA Finance Club.

Creative Start-ups

Creative entrepreneurship was the focus of discussions as the fourth China Entrepreneurial Leadership Camp got underway on March 27 with an Opening Ceremony at the Shanghai Campus. More than 450 entrepreneurs applied to this year’s programme, and the 52 participants who were admitted include both young talents and renowned business leaders such as New Oriental founder Yu Minhong, Sogou.com founder Wang Xiaochuan and Noah Private Wealth Founder Wang Jingbo.

Prof Wu Jinglian on China’s “New Normal”

“The key to transforming the Chinese economic structure is to stimulate our economy with innovation instead of output and investment, and further promote economic reforms,” said CEIBS Baosteel Professor of Economics Wu Jinglian during a lecture at the 75th CLIF Salon of Financiers and the 7th Shanghai Salon of Financiers on April 20 in Shanghai. Though this new period will mean a slower rate of economic growth, Prof Wu said it will help boost entrepreneurs’ confidence.

Platform Business Model Innovation

E-commerce, social networking, logistics, and manufacturing are among the many sectors in China whose business strategies are being rapidly re-shaped by the Platform Business Model. On March 18, CEIBS Associate Professor of Strategy Chen Weiru, who authored a bestselling book on the topic, gave a lecture to members of the Beijing Foreign Correspondents Club in which he shared analytical tools journalists can use to interpret platform development and competitive dynamics of companies.



Ganji.com CEO on Entrepreneurship & Innovation

CEIBS alumni learned the importance of strategic planning, resource allocation, management and talent development when promoting internal innovation and entrepreneurship in their organisation during a new event series launched April 1 by the CEIBS Centre on China Innovation and the Beijing Campus. Titled “CEIBS Decodes: How to become a Maker”, the inaugural event included a visit to Ganji.com where alumni heard first hand experiences from CEO Yang Haoyong (EMBA2012) and other senior company executives. Co-Director of the CEIBS Centre on China Innovation Associate Professor Han Jian moderated.

Cross-Border Conflict Resolution

CEIBS alumni got a lesson in how to mitigate risks and resolve conflicts that arise when making investments abroad during the International Investment Arbitration Forum held on March 13 at the school’s Shanghai Campus. Titled “How Chinese Companies Resolve Cross-border Investment Disputes Through Arbitration,” the forum was organised by the CEIBS Alumni International Trade and Intellectual Property Protection Association and the CEIBS alumni legal advisory team, and jointly hosted by the law firm Jincheng, Tongda & Neal, the Arbitration Institute of China University of Political Science and Law, the Hong Kong International Arbitration Centre, Singapore International Arbitration Centre and LexisNexis.

Wisdom in Philosophy

As part of the CEIBS EMBA Executive Forum on Culture and Arts series, Professor of Philosophy at Taiwan University Dr Du Baorui shared his insights on how to glean management knowledge from classical Chinese philosophy such as Confucianism, Taoism and Buddhism. The professor’s March 7 lecture was titled “Drawing Management Wisdom from Traditional Chinese Classics”.

European Investment Opportunities

CEIBS alumni learned about the investment environment in various European countries during a seminar titled “European Investment Policies and Laws” on March 31. It was jointly organised by the CEIBS Alumni International Trade and Property Rights Club, the Association for Chinese Lawyers in Europe and the law firm Jincheng, Tongda & Neal.