



## CEIBS Exec Ed Moves Up in *FT* Rankings

CEIBS Executive Education now has better designed courses, better faculty, participants who are being more carefully selected, learning more new skills and being provided with much more support after they are back on the job. All these improvements have translated into a five-point increase to #24 on the *Financial Times* ranking of the world's best Exec Ed Open Enrolment programmes. CEIBS moved up 7 spots to #22 for the Combined ranking.

### CEIBS Africa Strengthens Partnerships

CEIBS, through its operations in Africa, has partnered with the African Union (AU) to provide world class education programmes that will enhance the region's entrepreneurial, management and business skills. CEIBS Africa will work with the African Union Commission, which is the AU's Secretariat, to jointly develop a curriculum to be taught by faculty from across three continents – China, Europe and Africa. CEIBS Africa is also spearheading a collaboration with Nudge Global Leadership Challenge 2015. The goal is to work together on a life changing

event that will shape and strengthen the leadership skills in sustainability of 60 young professionals from 30 countries. As global knowledge partner, CEIBS will support the development of this year's Challenge. Meanwhile, CEIBS Africa continues to host events that explore Sino-African synergies. The future direction of the China-Africa strategic partnership was the focus of a talk by Her Excellency Sun Baohong, the Chinese Ambassador to Ghana, at an April 29 dinner reception for Chinese companies in Africa. More than 70 CEOs and senior executives attended, along with the President of the CEIBS Alumni Association Ghana Chapter

and participants from the current CEIBS Africa EMBA cohort. Academic Director of the CEIBS Africa Programme Professor Mathew Tsamenyi provided the audience with an overview of CEIBS' initiatives and programmes in Africa. CEIBS Africa Executive Director, Business Victor Rutgers also attended, and remarked that the event provided a good platform for networking and strengthening the relationship between CEIBS Africa and the Chinese business community in Ghana.



Martin Camps



Prof Jane Wang

## Transforming China's Agricultural Sector

Discussions on how best to modernise China's agriculture sector, while balancing the interests of multiple stakeholders, was the focus of discussions during the CEIBS-UNESCO-CHIC 4th China International Agri-Business Forum at CEIBS Beijing Campus. Throughout the May 17 event, sessions touched on the regulatory environment, investment opportunities, and the role of the Internet in shaping innovation in the sector.

## Fashion Blue Book

The *Blue Book of China's Fashion Industry 2014 – 2015* was released by the CEIBS-Jing'an International Fashion Industry Research Centre on May 30 during CEIBS 7th Prestige Brands Forum 2015. The book is said to be the first comprehensive research report to look at China's fashion industry in the wake of the 2008 global financial crisis.

### mHealth, Future of Healthcare?

How can China's healthcare system be enhanced by the technologies inherent in today's internet age? Is Mobile Health, mHealth, the way of the future and what are the inherent risks that come with this shift in the way doctors treat those who trust them with their lives? CEIBS Shanghai auditorium was filled to capacity on June 13 as more than 400 participants in the annual China Healthcare Forum tackled these issues head on.

### Kudos for Faculty Research

Accolades for Professors Zhao Xiande and Rama Velamuri in June were the latest recognition of the exemplary work being done by CEIBS faculty in the field of research. A study co-authored by Prof Zhao won the EDSI Best Paper Award, while a case study by Prof Velamuri made the list of Top 10 most-downloaded articles on the Social Science Research Network (SSRN) website in the Political Science Network (PSN) category. Prof Zhao identified five key factors for implementing innovation projects in large organisations while Prof Velamuri focused on resistance to political corruption.



Prof Wang Weiguo



Prof Zhang Yuyan

## Insight on Land Reform, Sino-US ties

The first in a series of intellectually stimulating events at CEIBS Beijing Campus explored the issue of urban-rural integration and land reform in China. The speaker was CEIBS Adjunct Professor Wang Weiguo who is also Dean of the Civil, Commercial and Economic Law School at China University of Political Science and Law, Chairman of China Banking Law Society, as well as Vice President of the Academic Council for the China Civil Law Society. During the May 31 event, he looked back the history of China's efforts at urban-rural integration, analysed the evolution of land reform and predicted its future. The second lecture in the series was an examination of Sino-US relations by CEIBS Visiting Professor Zhang Yuyan, the Director of Institute of World Economics and Politics at CASS. He looked at macro strategies for bi-lateral cooperation and new opportunities between China and the US. "The key to understanding the Sino-US relationship is to realise that bi-lateral benefits co-exist with competing interests between them," he said.

### Finance Conference

"Law, Regulation, and Finance" was the theme of the first CEIBS Finance Conference organised by the school's Finance and Accounting Department. The May 22 event provided a platform for international scholars to exchange ideas. Six papers were chosen for presentation from among 84 submitted. Scholars from leading global business schools such as Antai, SAIF and Fudan University participated.

### P2P Lending

During a May 22 lecture at CEIBS Shanghai Yan Dinggui, the Founder of niwodai.com, a leading P2P lending platform in China, shared his opinions on how P2P lending platforms can control risk and attract customers. It was part of the "Dialogue with CEIBS Alumni Financial Talents" lecture series co-hosted by CEIBS FMBA Programme and CEIBS FMBA Finance Club. In addition to students and alumni, attendees also included applicants for FMBA 2015.





### Maple Choir Thrills

For its first ever concert, CEIBS Maple Choir entertained more than 700 CEIBS faculty, staff, alumni and their families on May 31 in a stirring concert titled “Maple, Harmony and Pleasure”. Conducted by Liu Wei and Yang Shuwen, the choir performed both foreign and Chinese classics including Singin’ in the Rain, Castle in the Sky, and Ave Maria. Founded in 2014, the CEIBS Maple Choir has more than 70 members, who include alumni, managers and professors. The CEIBS Maple Choir belongs to the China Chorus Association and is affiliated with the China International Cultural Exchange Fund. For information on joining the Maple Choir, please call 13901689583.

### GBC2015 Shanghai – Job well done!

Thirty-six events across Shanghai for more than 100 guests... and all in 72 hours! GBC 2015 Shanghai has received high marks from many who enjoyed the impressive, culturally rich and fun programme from May 21-23. It was organised by a team of CEIBS MBA 2016 students.

### We Care, We Share

CSR is alive and well among CEIBS students who raised funds for victims of the Nepal quake and a teenager who needed surgery. On May 11, the MBA 2016 CSR Club raised about RMB50,000 to help victims of April’s devastating earthquake in Nepal which left more than 8,000 dead, 14,500 people injured and hundreds of thousands homeless. Also in May, MBA 2016 students who are members of the CEIBS C.O.I.N. (Community Outreach and Inclusion Network) Club raised

RMB13,600 to help pay for an urgently needed bone marrow transplant for a 14-year-old student they tutor at Jiuqian Charity Centre. By May 13, another RMB400,000 was donated through various channels as C.O.I.N. appealed for help for the girl whose family is impoverished. All donations will be used to pay the costs of Xu Jia’s surgery and post-operative treatment. The medical bills will be verified by the China Charities Aid Foundation for Children before funds are transferred for payment.



Jane Lin-Baden

## Women who Lead

Women should trust their instincts if they want to improve their leadership, advised CEIBS Associate Professor of Management Han Jian in a keynote lecture she gave at the “Shero: New Power of Women” forum on CEIBS Beijing Campus on June 7. Qiao Jian (EMBA 2004), author of the new book *The Lenovo Way*, also gave a keynote lecture in which she spoke about the importance that diversity plays in the success of a multinational company. Qiao is Senior Vice President of Lenovo. The forum also featured a panel discussion that included Co-founder of yunxuetang.cn Ding Jie (EMBA 2004), Founder of huxiu.com Li Min (EMBA 2010) and Cheng Hong (EMBA 2008), Secretary General of the China Entrepreneur Club. A few weeks before, on May 26, the Fifth Chinese Women Leadership Forum titled “Internet Age: Chances and Challenges in Women Leadership” was held at CEIBS Shanghai Campus. A variety of specialists, scholars, entrepreneurs, senior executives and an audience of 300 attended the event. The topics discussed included “Reform of Women Leadership”, “Female Entrepreneurs” and “How Brilliant Women Seek Changes in the Internet Age”.

## Change & Persistence

There was a lot on the agenda during the June 17th CEIBS Alumni Forum entitled “Change and Persistence”. It featured CEIBS alumna and acclaimed drama writer Liu Liu and Assistant Professor of Entrepreneurship

Gong Yan sharing their views on “change” and “persistence”. The event was hosted by CEIBS Alumni Relations, co-organised by CEIBS Alumni Cultural and Innovative Industries Club and sponsored by Future Land.



## The Business Side of China Entertainment

Why do some films and TV reality shows strike a chord with viewers? How can brands leverage product placement opportunities in entertainment programming? These were among the topics discussed at the first CEIBS Micro Forum held at the school's Beijing Campus on May 24. Moderated by Associate Dean (Executive Education) and Co-Director of the CEIBS Centre for Globalisation of Chinese Companies & Professor of Marketing Wang Gao, the forum featured a panel of six CEIBS alumni who are senior executives in entertainment and marketing. More than 100 participants attended in person, while 1,400 viewers joined online.

### Faculty Lectures Focus on the Internet

The key to benefitting from platform strategy is not to try and change your company into an Internet enterprise, but to reshape your value system, value chain, internal structures and build up mechanisms to motivate talented employees. That's the advice Associate Professor of Strategy Chen Weiru, who is also Programme Director of Business Innovation & Transformation Programme, had for more

than 400 local entrepreneurs and CEIBS alumni during a May 12 lecture in Shenyang. The topic discussed by Adjunct Professor of Entrepreneurship and Executive Director of the Centre for Entrepreneurship and Investment Kevin Li during an Executive Forum in Wuhan three days later was somewhat related. The key to Internet thinking, he told thousands of local entrepreneurs and CEIBS alumni during his speech, is product innovation. The three key features of excellent products, he added:

pursuit of perfection, simplicity and emotional appeal. Then on May 28, Professor of Finance and Accounting Oliver Rui shared his views on four aspects of Internet finance: big data, cloud computing, the online platform provided by social networks, and mobile payment. The Shenzhen audience was made up of about 800 local entrepreneurs and senior managers.