

NEW
新课程

Success Beyond
Borders - Developing
a Winning
Multinational Company
打造成功跨国企业
2008

CEIBS Executive Education: Top 20 Worldwide---*Financial Times*
中欧高层经理培训：全球20强——《金融时报》

 **CEIBS**

CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

中欧国际工商学院

Success Beyond Borders - Developing a Winning Multinational Company

Date/Language/Venue: September 1-5, 2008 / Chinese and English with simultaneous interpretation / Shanghai **Fee:** RMB48,800

Whilst many Western multinational corporations are building a strong presence to capture the rapid business growth opportunities in Asia, Asian companies are striving to go global. All companies which operate internationally face similar challenges of managing in a more complex and often rapidly changing business environment. This programme provides the strategic thinking and best management practices that are required by business leaders to win and grow in the global business arena.

Objective

The programme will enable you to identify opportunities for international expansion of your business, operate in the cross-cultural context, build your operational capabilities and make sound decisions relating to alliances and acquisitions, marketing and finance needed to carry out the international expansion.

Who Should Attend

The programme is designed for senior managers with at least 8 years of managerial experience. Preferably they are directly in charge of the internationalisation strategy of their businesses or are expected to contribute significantly to that strategy and its execution. Many of the participants will be in a general management position, but also senior functional managers, such as those involved in marketing, business development, finance, mergers and acquisitions or human resources will benefit from the specific coverage of their own areas and of the broader management perspective they will obtain. The participant group will include managers from international companies located in China, Asia Pacific or around the globe who require a comprehensive picture of the key issues in multinational management.

Programme Benefits

For you:

- >> Comprehensive understanding of key management challenges in multinational environment
- >> Broaden your business knowledge, acquire strategic know-how and develop your cross-cultural awareness
- >> Network with peers from diverse backgrounds in and outside China

For your company:

- >> Strategic thinking and best management practices to win and grow in the global business arena
- >> Discover and seize business opportunities in the increasingly globalising world
- >> Develop managers who can operate effectively in the multinational context

Programme Coverage

- >> Trends and prospects of globalisation
- >> The challenges of expanding geographically
- >> Assessing and capturing geographical opportunities
- >> Marketing products and services to international customers
- >> Cross-cultural awareness and managing people and organisations across diverse cultures
- >> Operational issues arising from implementing an international strategy
- >> Financing international operations
- >> Developing global organisational capability
- >> International development through joint ventures, strategic alliances and acquisitions
- >> Integrating global alliance and acquisitions

打造成功跨国企业

时间 / 语言 / 地点 : 2008年9月1日 - 5日 / 汉语英语双语授课配同声传译 / 上海 费用 : 人民币48,800元

当前,许多西方跨国公司正在亚洲夯实自身地位,力图赢得快速增长的商机,而越来越多的亚洲企业则正在努力走向世界。所有全球化公司面临相同的挑战,那就是如何在一个更为复杂和瞬息万变的经营环境中进行管理。本课程旨在向商界领袖传授赢得增长和致胜商场必不可少的战略性思维和最佳管理实践。

目标

通过本课程的学习,将帮助学员识别企业实现全球扩张的机会,在跨文化背景下经营,提高您的运营能力,并就全球扩张所需的联盟与收购、市场营销与融资进行明智决策。

对象

本课程的学习对象为至少具有八年管理经验的高级经理,尤其是直接负责所在企业全球化战略或即将负责战略及战略执行的管理人员。他们包括总经理、高级职能经理,如市场营销、业务发展、财务、并购、人力资源等,他们都将从涉及各自特定领域的课程内容及课程所提供的更为广阔的管理视角中受益。学员队伍由来自中国、亚太和世界各地需要全面了解并解决跨国经营管理中主要问题的跨国公司的管理人员构成。

受益

对学员:

- >> 全面了解在跨国背景下进行经营管理所面临的主要挑战
- >> 扩展商业知识面,掌握战略要诀,培养跨文化意识
- >> 与国内外多元化背景的同窗学友结成业界交流网络

对学员所在企业:

- >> 学习在全球商业领域赢得增长和致胜商场必不可少的战略性思维和最佳管理实践
- >> 在日益全球化的商业世界中,发现并抓住商业机遇
- >> 培养能够在跨国文化背景下进行有效运营的经理人

课程内容

- >> 全球化发展趋势与前景
- >> 地域拓展方面的挑战
- >> 评估并把握地域性机遇
- >> 向国际客户营销产品与服务
- >> 跨文化意识和多元文化背景下的员工与组织管理
- >> 实施国际化战略所产生的运营问题
- >> 为国际运营融资
- >> 发展全球组织能力
- >> 通过合资企业、战略联盟与收购实现国际性发展
- >> 全球联盟与收购中的整合



Programme Schedule 课程安排

Day 1		第一天	
morning	<p>Programme Introduction</p> <p>Trends and Prospects of Globalisation</p> <p>>> Overview of the world economy: myths and reality of globalisation</p> <p>The Challenges of Expanding Geographically (1)</p> <p>>> The competitive challenge: transferring, adapting and creating competitive capabilities internationally</p> <p>>> The multicultural challenge</p>	上午	<p>课程介绍</p> <p>全球化趋势与前景</p> <p>>> 世界经济概览：全球化的迷思与现实地域拓展方面的挑战（1）</p> <p>>> 竞争挑战：在国际范围内转移、调整和创造竞争能力</p> <p>>> 多元文化挑战</p>
afternoon	<p>The Challenges of Expanding Geographically (2)</p> <p>Assessing and Capturing Geographical Opportunities</p> <p>>> Country risk analysis</p> <p>>> Competitive analysis</p> <p>>> Choice of a mode of entry and development</p>	下午	<p>地域拓展方面的挑战（2）</p> <p>评估和把握地域性机遇</p> <p>>> 国家风险分析</p> <p>>> 竞争分析</p> <p>>> 选择一种进入及发展模式</p>
Day 2		第二天	
morning	<p>Marketing Products and Services to International Customers</p> <p>>> Understanding international consumers and tailoring the marketing mix</p>	上午	<p>向国际客户营销产品和服务</p> <p>>> 了解国际消费者并根据具体情况量身订制营销组合</p>
afternoon	<p>Trends and Prospects of Globalisation (2)</p> <p>Cross Cultural Dynamics/Awareness</p>	下午	<p>全球化趋势与前景（2）</p> <p>跨文化动态/意识</p>
Day 3		第三天	
morning	<p>Implementing Internationalisation</p> <p>>> Operational issues in managing internationally: from product innovation to customer satisfaction across borders</p>	上午	<p>实施国际化战略</p> <p>>> 国际管理中的跨国界运营问题：从产品创新到客户满意度</p>
afternoon	<p>Financing International Projects</p> <p>>> Project financing and other forms of financial strategies for international business</p>	下午	<p>为国际项目融资</p> <p>>> 国际业务的项目融资及其它形式的融资战略</p>
Day 4		第四天	
morning	<p>Developing Global Organisational Capability (1)</p> <p>>> Leadership team and global culture</p>	上午	<p>发展全球组织能力（1）</p> <p>>> 领导层团队与全球文化</p>
afternoon	<p>Developing Global Organisational Capability (2)</p> <p>>> Global organisation design and collaboration</p>	下午	<p>发展全球组织能力（2）</p> <p>>> 全球组织设计与协作</p>
Day 5		第五天	
morning	<p>International Development through Alliances and Acquisitions</p> <p>>> Planning, valuing and negotiating international alliances or acquisitions</p> <p>International Development through Joint Ventures, Strategic Alliances and Acquisitions</p> <p>>> Planning, negotiating and organising international joint ventures, alliances and acquisitions</p>	上午	<p>通过联盟与收购实现国际性发展</p> <p>>> 国际联盟或收购的规划、估值和谈判</p> <p>通过合资企业、战略联盟与收购实现国际性发展</p> <p>>> 合资企业、联盟与收购的规划、谈判和组织</p>
afternoon	<p>Integrating Global Alliances and Acquisitions</p> <p>>> Managing the post-merger integration process for successful integration and performances</p>	下午	<p>全球联盟与收购中的整合</p> <p>>> 通过对合并后整合流程的管理来实现成功的整合与高绩效</p>

Date/Language/Venue

September 1-5, 2008 / Chinese and English with simultaneous interpretation / Shanghai (CEIBS Shanghai campus, 699 Hongfeng Road, Pudong, Shanghai).

Admissions Procedures

Applications are reviewed as they arrive. Completed applications must be received 20 working days before the start of the programme. Any applications received after that date will be considered on a space-available basis. Please address all applications and enquiries to our customer service team in Shanghai, Beijing or Shenzhen.

Fee

The cost of the programme is RMB48,800, which includes tuition, case licensing fees, lunches, stationery, other course materials, and interpretation and translation fees if required. The full fee must be paid no later than 15 working days before the start of the programme. Applications made within 15 working days of the start of a programme require immediate payment.

Cancellations

Cancellations or changes of a programme registration may be made without penalty at least 15 working days before the start of the programme. If a confirmed booking is cancelled within 15 working days of the start of the programme, or if the applicant fails to attend the programme, a cancellation fee equaling to 20 percent of the total programme fee will be charged. When a request to substitute participant(s) for the same programme is made less than 15 working days before the start of the programme, the seat(s) will not be guaranteed. If an applicant is unable to attend the programme, the applicant may transfer to a different session of the same programme or another CEIBS Executive Education programme within the same calendar year, but must pay any differences in fees between the two programmes. All changes and cancellations are subject to the final confirmation of CEIBS.

** CEIBS reserves the right to amend information on this programme including price, date, location, faculty, daily schedule and other details.*

时间 / 语言 / 地点

2008年9月1日 - 5日 / 汉语英语双语授课配同声传译 / 上海 (上海市浦东红枫路699号中欧国际工商学院)。

申请程序

申请表必须在开课前20个工作日内寄到。所有申请根据先后顺序进行审核。开课前20个工作日内收到的申请视具体情况而定。如需申请表或咨询详情, 请联络我院位于上海、北京和深圳的客户服务小组。

收费

整个课程费用为人民币48,800元, 包括学费、案例使用费、午餐费、资料费、文具费、其他相关材料费, 以及口译和笔译费用 (如有需要)。课程费用应在开课前15个工作日内全部缴清。开课前15个工作日内提出申请时需立即付费。

撤销报名

开课前15个工作日内要求撤销报名, 或指定学员未能上课, 我们将收取课程费用的20%作为手续费。开课前15个工作日内提出更换学员, 其席位无法得到保证。如果学员因无法参与该期课程而要求转至下一期课程或者中欧国际工商学院其他高层经理培训课程, 必须在原报名课程开课前15个工作日之前提出, 并只能更换同一年度内的课程。课程费用以所换至课程的费用为准, 席位以中欧确认为准。

** 我院保留对课程信息 (包括价格、日期、地点、师资、课程安排和其他细节等) 进行调整的权力。*



Programme Director 课程主任

Philippe Lasserre

Visiting Professor, CEIBS
Starr Foundation Research Fellow
Professor of Strategy and Asian Business, INSEAD

中欧国际工商学院客座教授
斯达基金会研究员
INSEAD战略与亚洲商业管理荣誉教授

EDUCATIONAL BACKGROUND:

Ph.D., University of Texas, U.S.A.

TEACHING/RESEARCH INTERESTS:

Professor Lasserre is a permanent faculty member of INSEAD. Since 1975, he has been involved in teaching, research, and consulting in strategic management and international business. He has been visiting professor at the National University of Singapore, China Europe Management Institute, University of Texas, Curtin University, and CEIBS. He has also been deeply associated with the development of the Euro-Asia Centre, directing several public programmes and Company Specific programmes for groups such as Astra Indonesia, BP, DBS, Cable & Wireless, Inchcape, Nokia, Whirlpool, Petronas, BAT, Hewlett Packard and Diethelm-Keller Sieberhegner. His research areas include joint ventures and strategic alliances, asian business, multinational management, business and corporate strategy, global strategies, mergers and acquisitions.

ACADEMIC ACHIEVEMENTS:

Professor Lasserre is the author of various articles on strategy, business in Asia and joint ventures. He is the author of *Global Strategic Management* (Palgrave, 2003). He co-authored *Strategies for Asia Pacific* (Macmillan, November 1995 and 1999) and *Strategy and Management in Asia Pacific* (McGraw-Hill, 1999).

CORPORATE EXPERIENCE:

Before he joined the University of Texas for his Ph.D. study, he had been working for 9 years in France as a financial and commercial manager.

教育背景：

美国得克萨斯大学，博士学位

教学/研究领域：

Lasserre教授是INSEAD终身教授。自1975年以来，他一直致力于战略管理及国际商业的教授、研究与咨询工作。他还曾在多所大学担任过客座教授，如新加坡国立大学、中欧管理中心、得克萨斯大学、科廷大学、以及中欧国际工商学院等。此外，他还对欧亚中心的发展起到了重要的作用，为各大集团主持过众多公开课程及公司特设课程，其中包括印度尼西亚阿斯特拉公司、英国石油、星展银行、大东电报局、英之杰、诺基亚、惠而浦、马来西亚国家石油公司、英美烟草、惠普和Diethelm-Keller Sieberhegner等。他的研究领域主要包括合资企业与战略联盟、亚洲商业、跨国管理、商业及公司战略、全球战略，以及并购等。

学术成就：

Lasserre教授曾经发表过关于战略、亚洲商业以及合资企业的多篇著述。他著有《全球战略管理》（帕尔格雷夫出版社，2003年出版），并与他人合作撰写了《亚太地区的战略》（麦克米兰出版社，1995年11月出版，1999年再版），及《亚太地区的战略与管理》（麦格劳-希尔出版社，1999年出版）。

企业经验：

在进入得克萨斯大学完成博士学业之前，Lasserre教授曾在法国工作过9年，担任财务及商业经理。



Hellmut Schütte 舒海慕

Visiting Professor, CEIBS
Senior Affiliate Professor of International Management,
INSEAD

中欧国际工商学院客座教授
欧洲工商管理学院国际管理学资深教授

EDUCATIONAL BACKGROUND:

Ph.D., University of St.Gallen, Switzerland

TEACHING/RESEARCH INTERESTS:

Professor Schütte was the Dean of INSEAD's fast growing Asia Campus located in Singapore up to the fall of 2006. He joined INSEAD's faculty in 1981 after a successful career in the areas of marketing and investment banking covering a period of 11 years. As Senior Affiliate Professor of International Management, he teaches and does research in the area of international business and international marketing with a special focus on Asia. His present work is concerned with markets and consumers in Asia, with the emergence of China, and with the regionalisation of the strategies and organisational structures of multinational firms. In 1989/90, he was visiting professor at the University of Tokyo and in 1992/93 he was a visiting professor at Boston University and visiting scholar at Harvard University. Professor Schütte has lived and worked in 9 different countries, and taught in seminars in about 40 countries all over the world. He is a well-known speaker in conferences and business meetings and has been involved in various Executive programmes, advisory roles and consulting assignments for leading Asian and Western organisations.

ACADEMIC ACHIEVEMENTS:

Professor Schütte's publications include *Consumer Behaviour in Asia* (Macmillan) in 1998, a case book called *Strategies and Management in Asia Pacific* in 1999 (McGraw Hill, co-author Philippe Lasserre) of which a Chinese version appeared in 2000 and *Marketing Management: An Asian Casebook* in 2004 (Prentice Hall/Pearson, co-authors Ang, Leong, and Tan). In 1995, he published *Strategies for Asia Pacific* (co-author Philippe Lasserre) of which German, French and Japanese versions have appeared subsequently. The third edition of this bestselling book has been published in 2006.

教育背景：

瑞士圣加仑大学，博士学位

教学/研究领域：

舒教授曾担任欧洲工商管理学院亚洲校区院长，任期截至2006年秋季。该校校区位于新加坡，发展十分迅速。他于1981年加入欧洲工商管理学院。在此前的11年里，他从事过市场营销及投资银行等领域的工作，并获得巨大成功。作为一位资深国际管理学教授，他一直从事国际商业及国际营销领域的授课与研究，并始终以亚洲作为研究重点。目前，他主要研究亚洲的市场及消费者、中国的崛起以及跨国公司战略及组织结构的区域化等。1989年到1990年间，他在东京大学担任访问教授，1992年到1993年，他是波士顿大学的访问教授，同时也是哈佛大学的访问学者。他在9个国家有过生活和工作经历，在全球将近40个国家教授过研讨课程。他经常出席各类大会及商务会议，是一位知名的演讲者。此外，他还广泛参与各种高层经理培训课程，并为众多领先的亚洲及西方组织担任顾问和提供咨询服务。

学术成就：

舒教授学术成果众多，其中包括1998年出版的《亚洲消费者行为》（麦克米兰出版公司）、1999年出版的案例专著《亚太地区的战略与管理》（麦格劳-希尔出版社，与菲利普·拉赛尔合著，该书中文版已于2000年出版）以及2004年出版的研究亚洲案例的著作《营销管理——亚洲案例》（Prentice Hall/Pearson出版社，与Ang、Leong，和Tan等人合著）。1995年，他出版了畅销书《亚太地区的战略》（与菲利普·拉赛尔合著），随后，该书的德文版、法文版及日文版也相继出版。2006年，这本畅销书发行了第三版。



Henri-Claude de Bettignies 翟博思

Distinguished Professor of Global Responsible Leadership, CEIBS
Emeritus Professor of Asian Business,
The AVIVA Chaired Professor of Leadership and Responsibility,
INSEAD

中欧国际工商学院全球责任领导力特聘教授
欧洲工商管理学院亚洲商业学名誉教授
AVIVA公司领导力与管理责任教席教授

EDUCATIONAL BACKGROUND:

ITP, Harvard Business School
Dipl. EPP, Catholic University of Paris
Licence ès Lettres, Sorbonne University

TEACHING/RESEARCH INTERESTS:

In 1967 as Assistant Professor, Professor de Bettignies initiated the development of the Organisational Behaviour department. Since 1975, he started and developed INSEAD's activities in Japan and the Asia Pacific region, leading to the creation of the Euro-Asia Centre (1980), of which he was Director General (1980-1988). He then accepted a joint appointment at Stanford University (Graduate School of Business) from 1988 to 2004. He is currently developing the Ethics initiative at INSEAD, and is pioneering a new approach (AVIRA) to enlighten business leaders. AVIRA brings together chairmen and CEOs from about 30 countries keen to enrich their vision and enhance their quality as leaders. He teaches the MBA courses: Ethics and Global Business, and Culture and Management in Asia at Stanford and INSEAD. He spends part of his time in the Asia Pacific region, directing and teaching two Executive programmes: Human Resource Management in Asia, and Managing Change & Change of Management in Asia. He is the Founder and Director of Centre for the Study of Development and of Responsibility (CEDRE).

ACADEMIC ACHIEVEMENTS:

Professor de Bettignies has published several books: *The Management of Change, Business Transformation in China, The Changing Business Environment in the Asia Pacific Region, Trade & Investment in the Asia Pacific Region*, and has co-authored *Le Japon and Business Ethics: Policies and Persons*. More than 50 articles in business and professional journals were published. He is on the editorial board of *The Journal of Asian Business, International Studies of Management & Organisation, The Asian Academy of Management Journal, The New Academic Review, Corporate Governance, The International Journal of Business and Society, The Thunderbird International Business Review, and Finance & Common Good*.

CORPORATE EXPERIENCE:

Professor de Bettignies is a consultant to several major organisations in Europe, U.S. and Asia Pacific region. He is on the International Advisory Board of The IACMR, *Asian Business and Management*, VIGEO, and a member of the Board of Jones Lang LaSalle.

教育背景：

美国哈佛商学院，国际教师项目
法国巴黎天主教大学，心理学硕士学位
法国巴黎索邦大学，文学学士学位

教学/研究领域：

翟教授在1967年加入欧洲工商管理学院担任副教授，并发起成立了组织行为学系。从1975年开始，他升任教授，并开始在日本和亚太地区拓展INSEAD的活动。他在1980年创建了欧亚中心，担任总监，直至1988年。随后，他接受斯坦福大学（工商管理研究生院）的兼职任命，任期为1988至2004年。他目前正在欧洲工商管理学院致力于伦理学课程建设，并倡导了一种新方法（AVIRA）来启发教育企业领导人。AVIRA将来自约30个国家的董事长和首席执行官汇聚在一起，帮助他们开拓视野，提高领导素质。他在斯坦福商学院和欧洲工商管理学院均承担工商管理硕士课程的教学工作，其中包括伦理道德与全球商业和亚洲的文化和管理等。他有相当一部分时间都在亚太地区指导并教授两门高层经理培训课程：“亚洲的人力资源管理”及“亚洲的变革管理和管理的变革”。他还是“发展和责任研究中心”的创始人和主任。

学术成就：

翟教授出版的著作包括《变革管理》、《中国企业转型》、《亚太地区商业环境的变化》、《亚太地区的贸易和投资》，他还与人合著了《日本研究》和《商业伦理道德：政策与个人》。他在商业和专业期刊上发表了50多篇文章，同时担任《亚洲商业》杂志、《国际管理和组织研究》、《亚洲管理学会杂志》、《新学术评论》、《公司治理》、《国际商业和社会杂志》、《雷鸟国际商业评论》、《金融和公众利益》等杂志的编委。

企业经验：

翟教授在欧洲、美国和亚太地区的多家大型公司中担任顾问。他还是国际中国管理研究协会、《亚洲商业和管理》杂志以及企业社会责任独立评级机构VIGEO的国际顾问委员会成员，也是仲量联行公司的董事。



Norma Harrison 海若琳

Professor of Operations Management, CEIBS

中欧国际工商学院运营管理学教授

EDUCATIONAL BACKGROUND:

Ph.D., Macquarie University, Australia
M.B.A., University of Western Australia
BSocSc (Honours) in Economics, National University of Singapore
B.A., National University of Singapore

TEACHING/RESEARCH INTERESTS:

Professor Harrison is Professor of Operations Management at CEIBS. Before joining CEIBS in 2007, she served at Macquarie Graduate School of Management as Professor of Management. She has had over 25 years of experience as an academic at various universities. Her doctoral research was in manufacturing strategy and her teaching, research and consulting interests are in the areas of innovation and technology management, supply chain management, e-business, the globalisation of operations, performance improvement, restructuring for competition and best practices.

ACADEMIC ACHIEVEMENTS:

Professor Harrison is the co-author of the books, *Technology Management: Text and International Cases* and *Statistics for Business and Economics*. Since 1990, she has organised major conferences and seminars in production and operations management. She was elected President-Elect of the Decision Sciences Institute (DSI) in 2007, following a number of terms, since 1998, serving as Vice President, DSI, as well as President, Asia Pacific DSI. She was also elected Board Member of the Production and Operations Management Society for 2001-2003. She has been involved in major benchmarking projects, including Promoting Business Excellence (PROBE) Manufacturing and Service, the Global Manufacturing Futures Project, the Global Supply Chain Management Project, and Australian benchmarking projects for printing and hotels industries. She has also worked in collaboration with Australian State and Commonwealth governments and industry in introducing innovation audit programmes and reviews of international best practice in the adoption and management of soft and hard technologies.

CORPORATE EXPERIENCE:

Professor Harrison has had 15 years of experience in consulting to industry and government agencies. In 2002, she was appointed by the Australian Federal Government to the Governing Board for the Joint Accreditation System for Australia and New Zealand (JAS-ANZ) and served as Vice Chair of the Board from 2003-2004. In 2003, she was appointed by the New South Wales (NSW) Government to the Council on the Cost & Quality of Government, and served as the Chair of the Review Committee for the NSW Board of Studies.

教育背景：

澳大利亚麦克里大学，博士学位
澳大利亚西澳大学，工商管理硕士学位
新加坡国立大学，社会科学荣誉学士（经济学）学位
新加坡国立大学，文学学士学位

教学/研究领域：

海教授是中欧国际工商学院运营管理学教授。在2007年加入中欧之前，她在澳大利亚麦克里大学研究生院管理系担任管理学教授。她在多所大学担任教学研究工作已长达25年多。她的博士学位研究方向在运营战略领域，而教学研究和咨询顾问则主要集中在创新和技术管理学、供应链管理、电子商务、运营全球化、绩效提升、竞争流程再造和最佳实践等多个领域。

学术成就：

海教授是《技术管理学：标准教科书与国际案例分析》一书的合著者之一，更早些时候，她著有《商务与经济学习中的统计学》一书。1990年起，她组织了很多生产和运营领域的重大学术会议及研讨会。目前，她是决策科学协会（DSI）2007年度新当选的主席。自1998年起她陆续担任DSI的副教授及亚太地区DSI主席等职。2001年到2003年间，她还曾当选生产运营管理协会的理事会成员。她曾参与大型对标项目，如提升生产服务中的卓越经营项目、全球制造业前瞻项目、全球供应链管理项目，以及澳大利亚本土印刷业和酒店业的一些对标项目。她曾与澳大利亚联邦政府、州政府和企业合作，推介创新审计方案，评审在软硬技术接入与管理方面的国际最佳实践。

企业经验：

海教授还拥有超过15年的咨询顾问经验，客户主要是一些行业机构和政府机构。2002年，她被澳大利亚联邦政府派到管理董事会，负责澳大利亚和新西兰联合认证系统，2003至2004年间，任管理董事会副主席。2003年，她还曾被新南威尔士州政府派到政府成本与质量理事会，任该机构理事会评审委员会的主席。



Zhang Yimin 张逸民

Professor of Finance, CEIBS

中欧国际工商学院金融学教授

EDUCATIONAL BACKGROUND:

Ph.D. in Finance and Policy, University of British Columbia, Canada
M.Sc., Jiaotong University, China
B.Sc., Harbin Naval Engineering Institute, China

TEACHING/RESEARCH INTERESTS:

Professor Zhang is Professor of Finance at CEIBS. Before joining CEIBS, he has held faculty positions at Faculty of Business, University of New Brunswick, Canada, and Department of Economics and Finance, City University of Hong Kong. He has taught at CEIBS as visiting professor for years. His main research interests include industrial economics, productivity and impact of RMB exchange rate on industrial companies.

ACADEMIC ACHIEVEMENTS:

Professor Zhang has published many research papers in *Journal of Public Economics*, *Journal of Business and Economic Statistics*, *Review of Economics and Statistics*, *Journal of Transport Economics and Policy*, *Journal of Urban Economics*, *Journal of Comparative Economics*, *China Economic Review*, and *Review of Pacific Basin Financial Markets and Policies*, among others.

教育背景：

加拿大不列颠哥伦比亚大学，金融学与政策博士学位
中国上海交通大学，硕士学位
中国哈尔滨船舶工程学院，学士学位

教学/研究领域：

张教授是中欧国际工商学院金融学教授。在加入中欧之前，他曾任职于加拿大新不伦瑞克大学和香港城市大学，并作为访问教授参与中欧的教学工作。他的研究领域包括工业经济学，生产率以及人民币汇率变化对工业企业的影响。

学术成就：

张教授的研究成果发表于《公共经济学期刊》、《商业与经济统计学期刊》、《经济与统计评论》、《运输经济学与政策期刊》、《城市经济学期刊》、《比较经济学期刊》、《中国经济评论》、《太平洋地区金融市场和政策评论》等期刊上。



Arthur Yeung 杨国安

Phillips Chair Professor of Human Resource Management,
Associate Dean,
Director of Centre of Organisation and People Excellence,
Director of CEO Learning Consortium,
Professor of Business Administration,
Ross School of Business at the University of Michigan

中欧国际工商学院飞利浦人力资源管理教授
副教授
人力资源与组织管理研究中心主任
首席执行官学习联盟主任
美国密歇根大学罗斯商学院工商管理学教授

EDUCATIONAL BACKGROUND:

Ph.D., University of Michigan, U.S.A.

TEACHING/RESEARCH INTERESTS:

Professor Yeung joined CEIBS' regular faculty team in 2004. He launches and directs a CEO Learning Consortium where CEOs from 15 leading MNCs and local firms in China join together to study, discuss, and share best practices on issues critical to business growth and success in China. At the same time, he is also director of Globalisation Research Consortium to collaborate closely with five prominent Chinese MNCs to examine their strategies, challenges, and best practices in going global. Professor Yeung's research interests focus on building organisational capability for strategic implementation, creating unique value propositions for talent management, growing talent for business growth, and leading large-scale organisational transformation. He had received research awards from two leading human resource associations in the United States: Yoder-Heneman Personnel Research Award presented by the Society of Human Resource Management and Best Research Paper of the Year by the Human Resource Planning Society. In 2002, he also received the Gold Book Award jointly presented by Ministry of Economic Affairs and Chinese Management Association in Taiwan. He also serves as an associate editor of *Human Resource Management Journal* and member of Editorial Advisory Board of *Harvard Business Review* (Chinese Edition).

ACADEMIC ACHIEVEMENTS:

Due to his contribution in executive education, Professor Yeung was recognised in 1999 by *Business Horizon* magazine in the U.S. as one of the next-generation Executive Development Guru. In 2002, Professor Yeung was elected as HR Executive of the Year by *SmartFortune Magazine* in China in recognition of his influential contribution in strategic human resource management in Greater China region. He also serves as a Regional Judge for selecting Best Employers in Asia sponsored by Hewitt, *Asian Wall Street Journal*, and *Far Eastern Economic Review*.

CORPORATE EXPERIENCE:

Before his return to academia, Professor Yeung served as Chief Learning Officer and subsequently Chief HR Officer of Acer Group, one of the top 5 PC companies worldwide. Reporting directly to the Chairman & CEO, he worked closely with the top management team to radically transform Acer to meet the challenges and opportunities of new business realities. As one of the 5-member Transition Management Team, he actively contributed to the launch of several major change initiatives, including downsizing, spinning of the manufacturing arm into a separate public listed company, merging and integration of five companies into New Acer, and transformation of New Acer into a performance-driven, customer-centric company. In addition to research and teaching, he has also been involved in training and consulting projects for numerous major corporations in Asia and North America, including 7-11, ABB, Acer, AlliedSignal, Applied Materials, BenQ, Boeing, Carrier, China Merchants Group, China Mobile, China Steel, CIMC, CNOOC, Ford Motors, Hewlett-Packard, ICI, ING Antai, Inventec, Philips, Rockwell Automation, Shanghai Petrochemical, Taishin Financial Holdings, TSMC, TCL, and United Microelectronic Group. He also serves as a board member at Kingdee International Software Group and advisor to the CEOs of numerous firms in China.

教育背景：

美国密歇根大学，博士学位

教学/研究领域：

自2004年加入中欧国际工商学院任教后，杨教授创办了中欧人力资源与组织管理研究中心，并组织了“首席执行官学习联盟”，联盟集聚了来自不同行业的15家著名跨国和本地企业的首席执行官，在杨教授与国外学术界的权威人士共同指导下研究在中国经营发展的关键问题。同时，他还是“华人企业全球化研习联盟”主任，和五家著名的中国跨国企业一起探讨华人企业在全球化过程中所面临的挑战，所需要的组织能力和最佳管理实践。杨教授的研究领域包括创建组织能力以实施组织战略、建立人才管理的独特价值主张、培养人才以推动业务发展、领导大规模的组织转型等。他曾荣获美国两家知名人力资源学会颁发的杰出研究奖：人力资源管理学会的“约达河内曼人事研究奖”和人力资源规划学会的“年度最佳研究论文奖”。2002年，他获得了由台湾地区的经济部和管理科学协会联合颁发的“金书奖”。此外，他还是《人力资源管理杂志》副主编和哈佛《商业评论》中文杂志编辑顾问委员会成员。

学术成就：

由于在高层经理教育方面所做出的突出贡献，1999年，杨教授被美国《商务视野》杂志评为全球“高层经理培训大师”之一。2002年，他被中国《财智杂志》评为“年度人力资源风云人物”，以表彰他在大中华区战略性人力资源管理方面的杰出成就。另外，他还担任由翰威特公司与《亚洲华尔街日报》和《远东经济评论》联合主办的“亚洲最佳雇主”评选活动的亚太地区评委。

企业经验：

在重归学术界前，杨教授先后出任宏基标竿学院院长和宏基集团的首席人力资源官。该集团目前为全球五大计算机公司之一。他和公司最高领导层一起，对集团实施了大刀阔斧的改革，以强化公司在迎接全球新经营环境所带来的挑战和机遇。作为公司转型领导小组的五位成员之一，在两年内，他积极推动了多项重大改革，其中包括精简人员，剥离贴牌事业部成为一家独立的上市公司，并购了五家公司进入新宏基，以及将新宏基转变为一由业绩驱动、以客户为中心的公司。除了开展研究和教学工作，他还一直参与北美与亚洲许多大型公司的培训与咨询项目。这些公司包括7-11、ABB、宏基集团、联想、应用材料、明基集团、波音、开利、招商局集团、中国移动、中国钢铁、中集集团、中海油、福特汽车、惠普、卜内门、ING安泰、英业达集团、飞利浦、罗克韦尔自动化、上海石化、台新金融控股、台积电、TCL，以及联合微电子集团。他还是金蝶国际软件集团的董事会成员和中国许多公司首席执行官的顾问。

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