



## Cathay Global PE Research Fund

Cathay Capital will donate €500,000 to CEIBS to establish the Cathay Global PE Research Fund, which aims to promote the study of trends, cases and risk-reward models of global PE investment, as well as innovation in the industry, organisational structure and management patterns in the new economic environment. The donation ceremony took place at the Beijing Campus on August 28.

## Innovation, Transformation & Management Incentives

“Changes in Companies and Organisational Development” was the focus of a CEIBS Management Forum in Lanzhou on October 22 which drew more than 300 local entrepreneurs and alumni. Co-Director of CEIBS Centre for Globalisation of Chinese Companies and Professor of Management Katherine Xin gave the keynote lecture. Henan entrepreneurs discussed Internet+ during a forum there on October 27. Keynote

speakers included CEIBS Honorary President Liu Ji, Professor of Operations and Supply Chain Management Zhao Xiande, Senior Vice President of HSTYLE Hu Jindong, Partner and Senior Vice President of Talking Data Jiang Qi, Cathay Capital Executive Director Yang Haiding, Founder and Chief Editor of TMTPost Zhao Hejuan and Chairman of Merrysunny Wealth Li Xin.

Meanwhile, Assistant Professor of Strategy Chen Weiru spoke about how companies can develop an innovation strategy in the

Internet age at the “CEIBS 2015 Thinking and Innovation Forum” in Guangzhou on November 10. Banyan Capital Partner Gao Xiang (EMBA 2009) and eHi Car Services Cai Lihong later joined Prof Chen for a roundtable discussion. And “How Payroll of Senior Management Could be Tailor-Made” was the topic of a lecture by Professor of Accounting Hwang Yuhchang at a Management Forum in Nanchang on November 18. The forums were part of a series of regional events that highlight CEIBS’ China Depth and Global Breadth.

## The 13th China Automotive Industry Forum 2015

中国汽车产业：互联、移动与智能城市

The Chinese Auto Sector: Connectivity, Mobility & Smart Cities



论坛主办 Organizers: CEIBS 中欧国际工商学院, 中国汽车工业协会, 战略合作伙伴 Strategic Partner: 长兴县人民政府, 白银赞助商 Silver Sponsor Partner: incadea



### Auto Industry Innovation

The future innovations we can look forward to seeing when China's IT and auto sectors collaborate was the focus of discussions at the 13th China Automotive Industry Forum held on October 17 at the Shanghai Campus. Also during the Forum, Chang'an Auto received the CEIBS-Hexun Award for its CS75 marketing campaign. Volvo China's Drive Me China campaign placed second, a marketing campaign from Nissan took third place, and Dongfang Infinity's Dare to Love campaign received an award for being voted Most Creative.

### Beijing Campus Anniversary Forums

The development trends of China's film industry, disruptive innovation, the joy of music, and China's "One Belt, One Road" initiative were the focus of discussions at four anniversary forums organised recently by the CEIBS Beijing Campus. Founder and Chairman of Bona Films Yu Dong spoke at a forum on October 24, while CEIBS Associate Dean (Executive Education) and Prof of Marketing Wang Gao led November 1 discussions on disruptive innovation with ZUK co-founder Chen

Yu (EMBA 2006) and edaixi.com Chairman Zhang Rongyao (EMBA 2002). A concert by the Beijing Campus Alumni Chorus also took place on the campus on November 1. Overcoming the cultural barriers of China's "One Belt, One Road" development strategy was the focus of a keynote speech given by Minzu University of China Professor of Anthropology Wang Jianmin at a forum that evening.

### Entrepreneurship & Innovation

The CEIBS Platform for Entrepreneurship & Innovation was launched on October 24. CEIBS Professor of Management Zhu Xiaoming will lead the platform, which will coordinate and implement course design, case studies and events on entrepreneurship and innovation.



## CEIBS Alumni Association Nigeria Chapter Launched

The growing CEIBS Africa alumni family added a second chapter on September 13 with the launch of the CEIBS Alumni Association Nigeria Chapter in Lagos. An important milestone in the development of the CEIBS Africa Programme, it underscores the importance of the Nigeria market.

### New Faculty

CEIBS has further strengthened its research and teaching capabilities with the addition, by late 2015, of eight professors to our already impressive faculty. Their strong academic and professional reputations in China and abroad further enhance the school's ability to offer programmes that provide China Depth, Global Breadth.

The eight new faculty members are:

- Peter Moran, Associate Professor of Strategy;
- Chen Lin, Assistant Professor of Marketing;
- Shameen Prashantham, Associate Professor

of International Business & Strategy;

- Sebastian Schuh, Assistant Professor of Management;
- Ho-Mou Wu, Professor of Economics;
- Yu Zhang, Assistant Professor of Management;
- Vincent Chang, Adjunct Professor of Entrepreneurship and Co-Director of the Centre for Entrepreneurship & Investment;
- Byron Y Lee, Assistant Professor of Management.

### Case Method & Corporate Training

A case study on the phenomenal success of the Chinese reality television programme "The Voice of China" was used by CEIBS Associate Dean (Executive Education) and Professor of Marketing Wang Gao to demonstrate the main points of case teaching to participants in an October 27 training workshop on using the case method for corporate training. Titled "China Cases Power Corporate Development: Case Method and Corporate Training Workshop", this was the sixth Training Workshop organised by the CEIBS Case Centre.





## Well Done!

The school's Management Committee announced the winners of the 2015 Research Excellence & Teaching Excellence Awards in August. Professor of Operations and Supply Chain Management Zhao Xiande was awarded the 2015 CEIBS Research Excellence Award. Professor of Accounting Hwang Yuhchang, Professor of Economics Zhu Tian and Adjunct Professor of Management Jeffrey Sampler were awarded the 2015 Teaching Excellence Awards. The first CEIBS Medal for Research Excellence was awarded to Professor of Finance and Accounting Oliver Rui in September.

The exemplary research being done by CEIBS faculty also received recognition recently from a host of globally renowned institutions. A paper co-authored by Prof Zhao won the Jack Meredith Best Paper Award given by the *Journal of Operations Management*. The paper is titled "The impact of supply chain integration on performance: A contingency and configuration approach". A paper co-authored by Professor of Strategy George Yip and Visiting Professor of International Business Bruce McKern was chosen by the editorial team of the *International Journal of Emerging Markets* as a Highly Commended Paper of 2014. Papers by Professor of Organisational Behaviour and Human Resources Management Tae-Yeol Kim and Professor

of Economics Bala Ramasamy received this year's prestigious Emerald Citation of Excellence in recognition of their high number of citations and their content. The paper co-authored by Prof Kim is titled "Cognitive Team Diversity and Individual Team Member Creativity: A Cross-level Interaction" and was published in the *Academy of Management Journal*. The paper co-authored by Prof Ramasamy is titled "China's Outward Foreign Direct Investment: Location Choice and Firm Ownership" and it was published in the *Journal of World Business*.

Parkland Chair Professor of Strategy Sam Park was recognised by the Academy of Management (AOM) for his work on emerging markets, naming him the recipient of the IM Division Outstanding Service to the Global Community Award. The award was given to Prof Park during the AOM's annual meeting in Vancouver in August. A seven member delegation of CEIBS faculty, including Prof Park, attended the AOM meeting.

Meanwhile, the case study titled "Hotelvp: Swimming with Sharks" written by Assistant Professor of Entrepreneurship Gong Yan, Professor of Entrepreneurship S Ramakrishna Velamuri and researchers Dr Liman Zhao and Doris Dong was judged to be among the top 10 best case studies submitted to the CEEMAN Case Writing Competition 2015.



## EMBA & FMBA 2013 Graduate

For the first time ever the EMBA and FMBA Programmes held a joint graduation ceremony, with participants from Beijing and Shenzhen joining their classmates in Shanghai to celebrate this grand milestone on October 31. To commemorate their graduation, the six EMBA 2013 classes and two FMBA 2013 classes invested RMB850,000 in the school in a donation ceremony held at the Shanghai Campus on October 15. The class names will be inscribed on pillars and stone stools at the Shanghai Campus.

### CEIBS Board Chairman Honoured

CEIBS Board Chairman Prof Zhang Jie is the recipient of the 2015 Edward Teller Award from the American Nuclear Society. It is the highest prize in the Nuclear Fusion field and it is the first time a Chinese scientist has received such recognition. President of Shanghai Jiaotong University and an academician at the Chinese Academy of Sciences, Prof Zhang Jie has made significant contributions to the study of the generation and propagation of hot electrons

in laser plasma relevant to inert confinement fusion and the reproduction of astrophysics processes.

### CEIBS' Newest Chair Professors

The appointment of four new chair professors was announced on November 1. They are Zhongkun Group Chair Professor in Finance, Oliver Rui; Philips Chair Professor in Strategy and International Business, Klaus Meyer; Zhu Xiaoming Chair Professor in Accounting, Chen Shimin; Wu Jinglian Chair Professor in Economics, Xu Bin. The appointments reflect

the outstanding achievements of these faculty members in research, teaching and service to the institution.

### Prof Velamuri Among Global Top 100 Entrepreneurship Faculty

CEIBS Professor of Entrepreneurship S Ramakrishna Velamuri has been included among the global list of 100 Leading Professors of Entrepreneurship nominated by tech executives, entrepreneurs and investors surveyed by the tech media platform *Hot Topics*.



## Baidu's Mobile Internet Strategy

The "CEIBS Decodes: How to Become a Maker" event series visited Baidu's Beijing headquarters on October 21 for a lively discussion about the mobile Internet. CEIBS alumni and prospective EMBA candidates heard from Baidu Vice President Li Ming Yuan (EMBA 2010) and the company's Senior HR Director Wu Hui. Co-Director of the CEIBS Centre on China Innovation Associate Professor Han Jian moderated. The event series is organised by the Centre on China Innovation and the Beijing Campus.

### Silicon Valley Innovation

Visits to the headquarters of world leading companies such as Apple, Facebook, Airbnb and IDEO, as well as lectures from renowned Stanford University faculty such as Nobel Laureate in Economics Prof Myron Scholes were among the highlights of the CEIBS Stanford-Silicon Valley Innovation Development Programme. The 41 CEIBS EMBA and CEO Programme alumni who participated in the week-long US-based module which began August 2 also had the

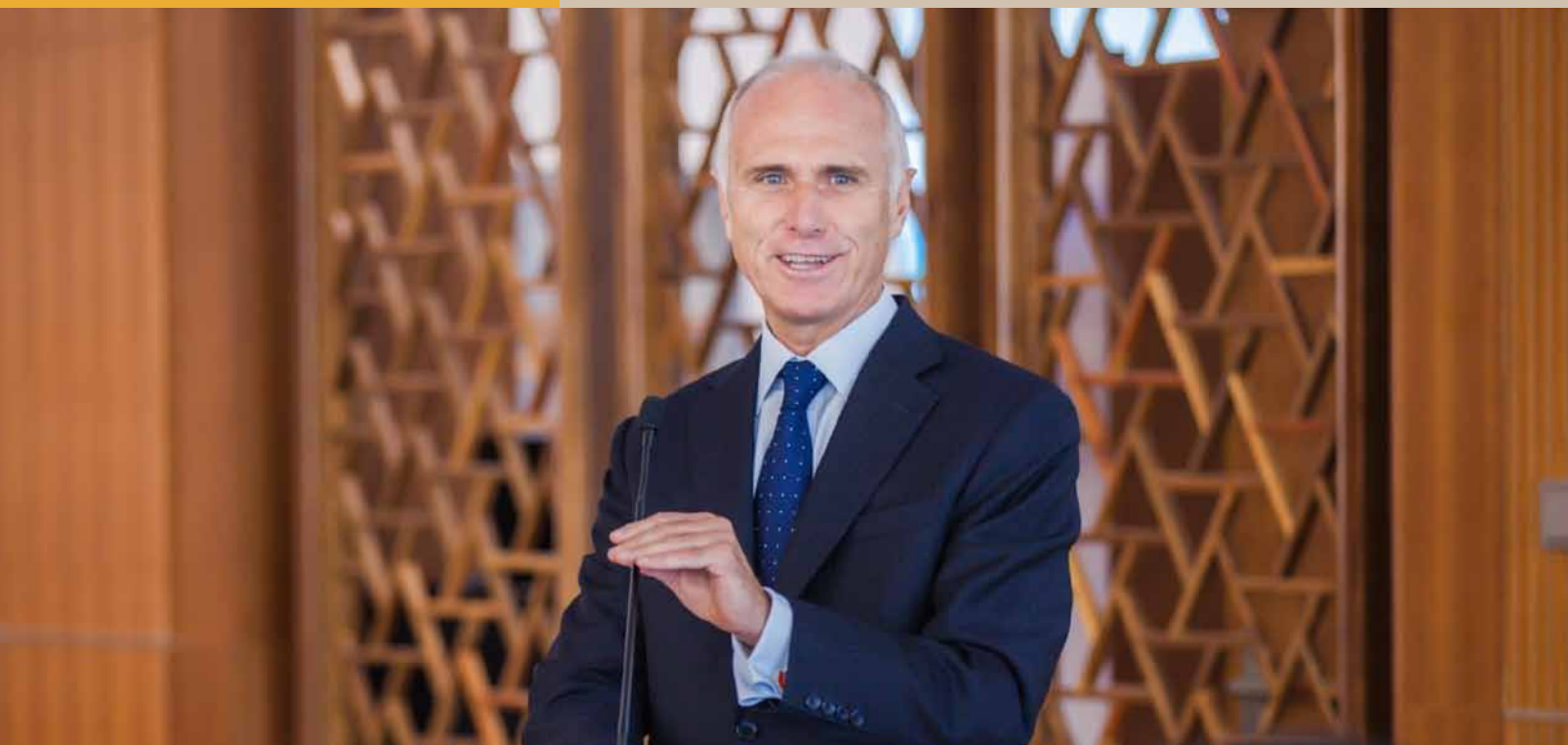
opportunity to meet with renowned Chinese entrepreneurs such as Duan Yongping.

### Exploring India's Start-up Capital

CEIBS faculty explored first-hand why Bengaluru is becoming the start-up capital for product technology companies in India during a visit on June 30 with senior executives at the headquarters of Vizury Interactive Systems. One of the world's leading big data marketing companies, the

company has four CEIBS MBA graduates in senior management positions.

CEIBS Professor of Entrepreneurship and Academic Director of the CEIBS Centre for Entrepreneurship and Investment Ramakrishna Velamuri, Professor of Strategy and International Business and Director of CEIBS Research Centre for Emerging Market Studies Klaus Meyer, and Associate Professor of Management Daniel Han Ming Chng were in Bengaluru to attend the Academy of International Business (AIB) Annual Conference.



### Infineum Invests in MBA Scholarship

Shanghai Infineum Additives Company will invest RMB1 million annually for five consecutive years to fund scholarships for outstanding MBA candidates beginning in 2015. The investment was announced at a signing ceremony on September 14, which was attended by CEIBS President and Chairman of the CEIBS Foundation Prof Li Mingjun, CEIBS Honorary President Liu Ji, CEIBS Associate Dean and MBA Programme Director Prof Chen Shimin, and Bayer Chair in Leadership Prof of Management Katherine Xin. Attending on behalf of Infineum were Executive Vice President of Global Supply and Sales Trevor Russell and its China President Fu Limin (EMBA 2003).

### Jizhuang-Lisheng CEIBS Class Coordinator Fund

The Jizhuang-Lisheng CEIBS Class Coordinator Special Fund was launched on September 10 with an investment ceremony on the Shanghai Campus. Two CEIBS EMBA 2006 alumni will co-invest RMB600,000 annually for three years beginning this year, and donate RMB400,000 worth of materials in recognition of the efforts of the almost 60 class coordinators working at CEIBS. The generous alumni are President of Shanghai Jizhuang Technology Company Pei Yongle

and Xia Qing of Shanghai Lisheng Racing Culture Company.

### New Student Ambassadors

Student ambassadors representing the MBA Class of 2017 were inaugurated on September 29. They come from 16 countries and regions across the globe. The ambassadors play an important role in promoting the CEIBS brand by organising events and providing information to prospective MBA applicants.

### Career Trek

Company visits and networking events with CEIBS alumni were the focus of CEIBS MBA 2017 students who participated in this year's Career Trek Programme in Singapore, Hong Kong and Shanghai November 4-6. Organised by the students with support from the MBA Career Development Centre, the programme aims to help students deepen their understanding of their target industries and functions and explore potential career opportunities.





## GORE-TEX™ B-School Outdoor Boot Camp

More than 100 members of the CEIBS Alumni Outdoor Sports Club and other outdoor enthusiasts attended the GORE-TEX™ B-School Outdoor Boot Camp on the CEIBS Shanghai Campus August 23. Club members elected new leadership during the event: Zhou Yingxu (CEMI 4) is now President and Ye Weitao (EMBA 2006) is now Vice President. Liu Shengdong (EMBA 2010), the first Chinese to hike to the South Pole, also shared his story. Deputy Director of CEIBS Alumni Office Tanya Fu was among those who attended.

### Internet Finance Dialogue

The Co-Founder and Chairman of Pangu Group Hu Jie gave a keynote speech titled “Challenges and Opportunities in the Great Changes in Internet Finance” at the CEIBS FMBA “Dialogue with Finance Executives” held on October 23.

### Exploring Entrepreneurship

The first ever MBA Career Exploration Day co-organised by the MBA Career Development Centre and the CEIBS China Entrepreneurial Leadership Camp featured TED Talk-like presentations from the founders and top management of 10 start-up companies across various industries. MBA students from Jiaotong and Fudan universities were

invited to join the event.

### Americans in Shanghai

Former CEIBS Dean John Quelch and three of the school's MBA alumni – Mark Secchia, Laurie Underwood and Devon Nixon – are among those featured in the book series *Americans in Shanghai* which launched on August 31. Published by the Shanghai Institute of American Studies, the book looks at Shanghai through the stories of those interviewed.

Professor John Quelch served as Vice President & Dean of CEIBS from 2011 – 2013. He is currently Charles Edward Wilson Professor of Business Administration at

Harvard Business School. Mark Secchia graduated from CEIBS in 1999 and built Sherpa's – a successful food delivery service – out of what was originally an internship project with classmates. Secchia has lived and worked in Shanghai since 1997. Laurie Underwood graduated from CEIBS in 2003. She was Director of External Communications and Development at CEIBS from 2007 to 2011 and is currently Communications Director, Asia Pacific, at Air Liquide in Shanghai. Devon Nixon has been CEO of his start-up SoilTap China since 2010, the year he completed his CEIBS MBA. The company provides sustainable soil solutions.