Published Articles

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Cai, Jiangnan (John) & Ding, Zhuling. 2015. "How to develop teledicine? (远程医疗, 如何发展?)". China Health (《中国卫生》).
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Abstract: We formulate theory on the effect of board of director gender diversity on the broad spectrum of securities fraud and generate three main insights. First, based on ethicality, risk aversion, and diversity, we hypothesize that gender diversity on boards can operate as a significant moderator for the frequency of fraud. Second, we hypothesize that the stock market response to fraud from a more gender-diverse board is significantly less pronounced. Third, we hypothesize that women are more effective in male-dominated industries in reducing both the frequency and severity of fraud. Our first-ever empirical tests, based on data from a large sample of Chinese firms that committed securities fraud, are largely consistent with each of these hypotheses.
Paper: http://amj.aom.org/content/early/2015/02/09/amj.2013.0750.abstract
Contact: oliver@ceibs.edu

Han, Jian and Liang Neng. forthcoming. "In Their Own Eyes and Voices: The Value of an Executive MBA Program According to Participants". Journal of Management Education.
Abstract: The purpose of this study was to more effectively understand the learning experiences of Executive Master of Business Administration (EMBA) students. We asked 330 EMBA students to draw a graphic representation of their life and reflect on their EMBA experiences. We then applied the Zaltman metaphor elicitation technique to conduct in-depth interviews with 13 EMBA students. By analyzing the visual and narrative data, we documented that the students tended to enter EMBA programs during transitional periods when facing major personal, professional, and self-conceptual challenges. The four most valued outcomes of their EMBA experiences were an analytical framework, a well-connected network, a community to belong to, and a journey of self-discovery and renewal.
Paper: http://amj.aom.org/content/early/2015/05/04/1052562915582268.full.pdf?key=Uzz7gIJpToLF8Yz&keytype=finite
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Paper: http://dx.doi.org/10.1080/09585192.2015.1045006
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Q Wang, V Chris, X Zhao, Z Wang. 2015. "Modes of Service Innovation: A Typology". *Industrial Management & Data Systems*. Contact: xiande@ceibs.edu

Velamuri, S. R., Anant, P., and Kumar, V.. forthcoming. "Doing Well to Do Good: Business Model Innovation in Social Healthcare". *Advances in Strategic Management*. 33. Abstract: We study three private hospital organizations in India that were set up to deliver high quality, affordable services to the poor. Their distinctive feature is that they have successfully balanced, through business model innovations, two apparently contradictory logics: financial (doing well) and social (doing good). Through the analysis of abundant primary and secondary data, we document in detail the key features of their business models – customer identification, customer engagement, value chain and linkages and monetization – and document how they contribute to the organizations' ability to deliver high quality healthcare at very low prices. We analyze the impact of these organizations, both direct and indirect, on the healthcare delivery landscape in India. We show that while their direct impact is significant, their indirect impact could potentially transform healthcare delivery in India and in other developing countries.

Contact: rvelamuri@ceibs.edu

Velamuri, Ramakrishna S.. 2015 Apr. "Change the Architecture". *Business Today*. Contact: rvelamuri@ceibs.edu


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Zhang, C., Huo, B. and Zhao, X.. 2015. "The Effect of IT and Relationship Commitment on Supply Chain Coordination: A Contingency and Configuration Approach". *Information & Management*. Contact: xiande@ceibs.edu


Zhang, M., Zhao, X. and Lyles, M.. 2015. "Absorptive capacity and mass customization capability: The role of customers and suppliers as sources of knowledge". *International Journal of Operations & Production Management*. Contact: xiande@ceibs.edu

Zhang, M., Lettice, F and Zhao, X.. 2015. "The impact of social capital on mass customization and product innovation capabilities". *International Journal of Production Research*. Contact: xiande@ceibs.edu

**Books**


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**Cases**

Park, Seung Ho & Ji, Hong. 2015. "LeTV: To Build a Super Car or Not?". CC-315-048. CI-315-048.

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**Awards and Honors**

Meyer, Klaus E.. 2015. 2005 article "Probing theoretically into Central and Eastern Europe: transactions, resources, and institutions" won the Journal of International Business Studies decade award for 2015.

Park, Seung Ho. 2015. Prof. Park has been selected by the International Management Division of the Academy of Management for the Outstanding Service to the Global Community Award. News: [http://division.aomonline.org/im/images/newsletters/im%20division%20news%20-%20july%202015.pdf](http://division.aomonline.org/im/images/newsletters/im%20division%20news%20-%20july%202015.pdf)

Zhao, Xiande. 2015. The paper "Diffusion of Service Innovations in Multi-unit Organizations- a System Dynamics Perspective" won the Best Paper Award on the 6th Conference of European Decision Science Institute.
CEIBS Center for Entrepreneurship and Investment (CCEI)

**Published Articles**

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**Cases**

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Published Articles

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Yu, Weiguo. "股市将接替楼市成为国家战略" (Stocks market will take over the property market as a national strategy), zhuanlan.Sina.com.cn. April 8, 2015;
Contact: yandy@ceibs.edu

Yu, Weiguo. "中国股市并未出现明显泡沫" (China's stock market has not been obvious bubble), zhuanlan.sina.com.cn. May 4, 2015;
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Books


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