



CEIBS CSR Cases: China Best Practices

In 2014, CEIBS took the lead to set up The Global Platform of China Cases, determined to develop local cases in line with international standards. To date the platform has collected 1,033 China-themed cases. CSR has long been one of the focal points of CEIBS case development and this chapter features six of its CSR cases, providing an intellectual feast for readers.

- Aihuishou: Balancing Social Responsibility & Corporate Success
- Rural Taobao Service Station, Mudun Island
- Xihan'er Car Wash: Dream Home for the Mentally Challenged
- Daddy Lab: A Father's Love & Persistence
- Tongwei Group's Green Strategy
- Yongxiang Polysilicon's Circular Economy