

Newsletter

Faculty Research Publications



Peer Reviewed Journal Articles

Dai, Yuwen and Xu, Bin. 2019. "Nominal GDP Targeting and Central Bank Conservativeness". *Bulletin of Economic Research*.
Contact: xubin@ceibs.edu

Kim, T.-Y., Gilbreath, J. B., & David, E. M., & Kim, S. P.. forthcoming. "Self-verification striving and employee outcomes: The mediating effects of emotional labor of South Korean employees". *International Journal of Contemporary Hospitality Management*.
Contact: tykim@ceibs.edu
edavid@ceibs.edu

Li, Lydia Qianqian, Xin, Katherine, Pucik, Vlado and Wei, William X.. 2019. "MNCs' R&D talent management in China: aligning practices with strategies". *Chinese Management Studies*.
Paper: <https://doi.org/10.1108/CMS-10-2018-0703>
Contact: katherinexin@ceibs.edu

Prashantham, S., & Birkinshaw, J.. forthcoming. "MNE-SME cooperation: An integrative framework". *Journal of International Business Studies*. (FT50).

Abstract: Although international business scholars have begun to recognize the division of entrepreneurial labor between MNEs and SMEs, there is a fragmented understanding of the different forms MNE-SME cooperation can take. We develop a typology that takes into account not only complementarity of capabilities but also, crucially, the compatibility of intent between MNEs (exploration vs. exploitation) and SMEs (international vs. domestic orientation). The framework offers a novel way to understand the forms and dynamics of MNE-SME cooperation. We also show how it can be applied more broadly, by considering its application to societal challenges, such as achieving the United Nations' Sustainable Development Goals.

Paper: <https://link.springer.com/article/10.1057/s41267-019-00214-y>
Contact: sprashantham@ceibs.edu

Prashantham, S., & Floyd, S.W.. forthcoming. "Navigating liminality in new venture internationalization". *Journal of Business Venturing*. (FT50).

Abstract: Prior research describes international expansion as a series of discrete steps and notes that taking them threatens new ventures' survival, especially due to unexpected setbacks. Seen through the lens of social science, the source of such threat becomes clearer. In this paper, we argue that internationalization in new ventures involves what social anthropologists call a liminal transition – a betwixt-and-between period lying between the intent to internationalize and the realization of a stable internationalized state. The ambiguous and transitory nature of this liminal transition has the potential to increase the odds of overreach (e.g. a high-cost market entry without sufficient resources). Avoiding the negative influence of liminality – and instead harnessing its positive effect – relies on three sources of support that we refer to as opportunity scaffolding: self-reflective learning, peer learning and consultative learning. We argue that entrepreneurs with personality profiles high in levels of core self-evaluation (CSE) are more likely to utilize the scaffolding like that available in business incubators effectively. This leads to the development of a more reflective mindset, making capability learning more likely, preventing decisions that lead to overreach and reducing the threat to INV survival. However we also strike a note of caution in that at excessive (hyper) levels of CSE, the internationalizing new venture could become the victim of hubris. Emboldened with unrealistically high self-confidence, hubristic entrepreneurs are more likely to rebuff use of scaffolding, leading to a more reactive mindset, increasing the probability of liminal overreach and threatening INV survival.

Paper: https://www.sciencedirect.com/science/article/pii/S0883902618301745?dgcid=rss_sd_all

Contact: sprashantham@ceibs.edu

Ramasamy, B., Yeung, M. . 2018. "Ethnic diversity, values diversity and innovation: A cross-country analysis". *Perspectives of Innovations, Economics and Business*. 18, 3, 88-110.

Abstract: The contribution of innovation to economic growth and development and the "hard" antecedents of innovation performance are well known. What is less known is the impact of the "soft" factors, in particular, socio-cultural forces on the patterns of technological

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innovation. In this study we evaluate the effects of various types of cultural diversities - ethnic, religious, language and values - on innovation performance of a country. We use well-known measures of ethnic, religious and linguistic diversity within a country as well as a purpose-built values diversity measure to evaluate the impact of innovation performance. Using a sample of 61 countries, we find that cultural diversities influence the inputs of innovation. Greater ethnic diversity within a country has a negative impact on innovation performance while values diversity has a positive effect. Our findings have important policy implications, particularly on immigration policies.

Paper: <http://dx.doi.org/10.15208/rieb.2018.7>

Contact: bramasamy@ceibs.edu

Trade Journal Articles

Xin, K. R. & Yan, J.. 2019 Jan. "Passing through the Cycle 《穿越周期》". *Business Review*. 5.

Contact: katherinexin@ceibs.edu

Xin, K. R. & Yan, J.. 2019 Feb. "Rethinking, "Slow" and "Fast" 《重思“慢”与“快”》". *Business Review*. 5.

Contact: katherinexin@ceibs.edu

Newspaper Articles

Sheng, Songcheng & Shen, Xinfeng. 2019 2019-01-09. 央行直接购买股票的理由不成. *华尔街见闻*.

Contact: ssongcheng@ceibs.edu

Sheng, Songcheng. 2019 2019-01-14. Why Chinese central bank will not make stock, exchange-trade funds purchase. *Global Times*.

Contact: ssongcheng@ceibs.edu

Sheng, Songcheng & Ren, Xiaoxun. 2019 2019-01-18. 经历爆雷潮和合规检查后 网贷行业将会健康发展. *今日头条*.

Contact: ssongcheng@ceibs.edu

Sheng, Songcheng, Peng, Li and Jiao, Jian. 2019 2019-01-22. 我国经济二季度有望企稳. *华尔街见闻*.

Contact: ssongcheng@ceibs.edu

Sheng, Songcheng. 2019 2019-01-30. 以券换券不直接增加基础货币、不是QE, 经济二季度有望企稳. *第一财经*.

Contact: ssongcheng@ceibs.edu

Sheng, Songcheng. 2019 2019-02-12. China's central bank bill swap different form Federal Reserve's quantitative easing. *Global Times*.

Contact: ssongcheng@ceibs.edu

Sheng, Songcheng. 2019 2019-02-25. 央行参事：票据融资大增

支持实体经济 套利空间已消除. *新华网*.

Contact: ssongcheng@ceibs.edu

Sheng, Songcheng. 2019 2019-03-08. 利率并轨还需考虑四个问题. *21世纪经济报道*.

Contact: ssongcheng@ceibs.edu

Sheng, Songcheng. 2019 2019-03-10. 利率市场化改革能通过取消贷款基准利率实现并轨吗. *澎湃新闻*.

Contact: ssongcheng@ceibs.edu

Cases

Chen, Shimin and Huang, Xiayan. 2019. "财务分析与投资选择：阿里巴巴还是京东？". CI-119-012.

Contact: cshimin@ceibs.edu

Chen, Shimin and Pan, Dingwen. 2019. "阿里巴巴与京东（A）：战略、商业模式与财务报表". CI-119-025.

Contact: cshimin@ceibs.edu

Chiang, Flora, Zhang, Chi and Li, Bingjie. 2019. "李佳的困惑（A）". CI-419-020.

Chiang, Flora, Zhang, Chi and Li, Bingjie. 2019. "李佳的困惑（B）". CI-419-021.

Contact: fchiang@ceibs.edu

Lu, Wenzhen and Zhao, Liman. 2019. "A集团与中国的养老产业". CI-319-017.

Contact: janelu@ceibs.edu

Han, Jian and Zhang, Chi. 2019. "智慧零售与苏宁人力资源变革（C）". CI-419-004.

Contact: jianhan@ceibs.edu

Price, Lydia, FU, David and Zhang, Qiong. 2019. "Naked Group: Purpose Driven Growth". CC-719-014.

Contact: plydia@ceibs.edu

Rui, Meng and Zhu, Qiong. 2019. "天然工坊：创业中的CSR作用". CI-719-015.

Contact: oliver@ceibs.edu

Wang, Gao and Zhu, Qiong. 2019. "中国眼镜行业". CI-519-005.

Contact: wgao@ceibs.edu

Wang, Taiyuan and Cao, Zhijing. 2019. "Terracycle: No Waste Should be Wasted (A)". CC-819-003.

Wang, Taiyuan and Cao, Zhijing. 2019. "Terracycle: No Waste Should be Wasted (B)". CC-819-023.

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Wang, Taiyuan and Cao, Zhijing. 2019. "Govworks: Startup Challenges (A)". CC-819-002.

Wang, Taiyuan and Cao, Zhijing. 2019. "Govworks: Startup Challenges (B)". CC-819-013.

Contact: taiyuan.wang@ceibs.edu

Wang, Taiyuan and Zhao, Liman. 2019. "Transsion Holdings: Growth Challenges in Emerging Markets". CC-319-010.

Contact: taiyuan.wang@ceibs.edu

Xiang, Yi and Cao, Zhijing. 2019. "周大福传承系列". CI-519-024.

Contact: yixiang@ceibs.edu

Xiang, Yi and Ruan, Liyang. 2019. "汇纳科技". CI-519-016.

Contact: yixiang@ceibs.edu

Zhang, Yu, Chen, Weiru and Qian, Wenying. 2019. "尚品宅配: 数字化赋能的定制家居". CI-319-001.

Contact: zyu3@ceibs.edu

Zhang, Yu and Qian, Wenying. 2019. "定制家居行业: 科技赋能, 流量为王". CI-319-011.

Contact: zyu3@ceibs.edu

Zhu, Xiaoming and Zhu, Qiong. 2019. "工行上海分行的本地化创新". CI-019-022.

Contact: zxiaoming@ceibs.edu

Ramasamy, Bala. 2019. One of the 2018 World's Most Cited Chinese Researchers published by Elsevier.

Xin, Katherine Rong. 2019. One of the 2018 World's Most Cited Chinese Researchers published by Elsevier.

Zhao, Xiande. 2019. One of the 2018 World's Most Cited Chinese Researchers published by Elsevier.

Awards & Honors

Carney, Richard Wayne. 2019. Prof. Carney has been named the winner of the 34th Annual Masayoshi Ohira Memorial Book Prize in recognition of his work, *Authoritarian Capitalism: Sovereign Wealth Funds and State-Owned Enterprises in East Asia and Beyond*.

Chng, Han Ming Daniel & Kim, Tae-Yeol. 2018. An article entitled *Why People Believe in Their Leaders — or Not* co-authored by Prof. Chng and Prof. Kim has been cited as one of 2018's best by MIT Sloan Management Review.

Ding, Yuan. 2019. CEIBS Vice President and Dean Prof. Ding Yuan recently accepted an invitation from Mr. Emanuel Berger, President of the EHL International Advisory Board to join the board, a move which will further strengthen the ties between the two organisations. Dean Ding is scheduled to attend the EHL IAB meeting for the first time in mid-May.

Ding, Yuan. 2019. One of the 2018 World's Most Cited Chinese Researchers published by Elsevier.

Chen, Jieping. 2019. One of the 2018 World's Most Cited Chinese Researchers published by Elsevier.

Kim, Tae-Yeol. 2019. One of the 2018 World's Most Cited Chinese Researchers published by Elsevier.