



China Alumni Impact Survey 2021

New survey sheds light on impact of CEIBS alumni

■ By Associate Professor of Marketing Xiang Yi

The success of a business school lies in the success of its alumni. Likewise, the impact of a business school is also decided by its alumni.

CEIBS alumni are actively engaged in all areas of society and make continuous contributions to the development of China and the world. At the same time, each one acts as a 'name card' for the school. To assess their influence and contributions and to better empower them, CEIBS recently launched an alumni impact survey to measure their impact across business leadership, entrepreneurship and corporate responsibility, as well as their happiness and quality of life. The survey sampled 2,252 Chinese and international alumni.

Major Findings

7.3
trillion RMB

The total revenue of CEIBS alumni-led companies listed on the Shanghai, Shenzhen, Hong Kong and New York stock exchanges and the NASDAQ in 2020. This figure exceeded the GDP of Canada, the world's ninth largest economy (calculated based on purchasing power parity).

40%

The ratio of alumni who have started their own businesses or have co-founded business start-ups.

183
trillion RMB

In 2020, the total revenue of enterprises or divisions run by CEIBS alumni was about three times the total revenue of all listed companies on the Shanghai and Shenzhen stock markets.

Business Leadership

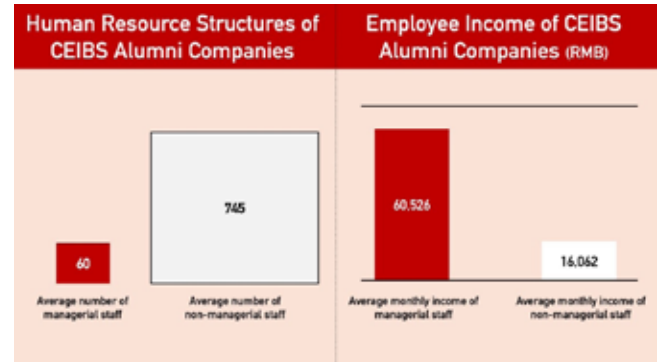
In our survey, we focused on the current development of alumni enterprises, as well as their thinking ability, leadership, and execution in the daily management of their companies.

CEIBS alumni-run companies listed on the Shanghai, Shenzhen, Hong Kong and New York stock exchanges and the NASDAQ generated a total revenue of 7.3 trillion RMB in 2020. In addition, 4,478 CEIBS alumni currently serve on the boards of directors of listed companies, have founded 45,000 businesses worldwide and have created 5.78 million jobs.

Amongst respondents of the survey, **nearly 51% are founders/heads of their respective companies, more than 80% serve in large companies, and one third work at a top-three company in their industry.**

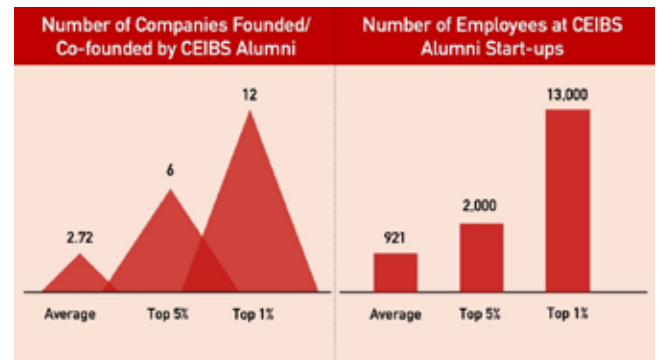
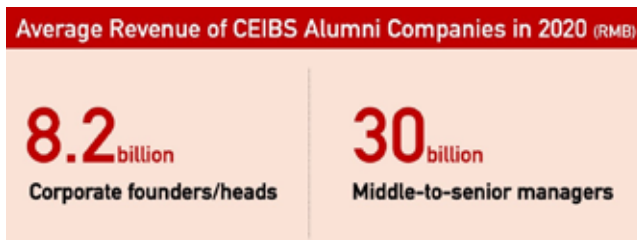
Most of the companies where CEIBS respondents serve are currently experiencing steady growth or are in an expansion stage. In 2020, the average revenue of companies founded/headed by CEIBS alumni stood at 8.2 billion RMB, while companies with middle-to-senior managerial CEIBS alumni generated about 30 billion RMB.

Companies that CEIBS alumni work for have an average of around 800 employees, amongst which 60 are managerial staff with an average monthly salary of 60,000 RMB and 745 non-managerial staff with an average monthly income of 16,000 RMB.



Entrepreneurship (and Beyond)

Since 2012, CEIBS has taken the lead amongst Chinese business schools in offering programmes to help build an innova



4,478

The number of seats occupied by CEIBS alumni on the boards of directors at listed companies.

5.78 million

The number of jobs created by alumni start-ups (roughly equal to the population of Shanghai's Pudong district).

45,000

The number of companies founded by CEIBS alumni worldwide.

90,000 hours per month

The average cumulative amount of time that CEIBS alumni spend on public welfare.



tion and entrepreneurship ecosystem. Entrepreneurs make up a significant proportion of CEIBS alumni.

Half of respondents said that they have changed their career path since graduating from CEIBS, with **nearly 40% choosing to start their own businesses**. Many CEIBS alumni are serial entrepreneurs and 10% have founded more than five companies. Companies founded by CEIBS alumni have an average of 921 employees. 49% of these companies have received external financing, and **nearly 6% have gone public**.

Corporate Social Responsibility

CEIBS was the first business school

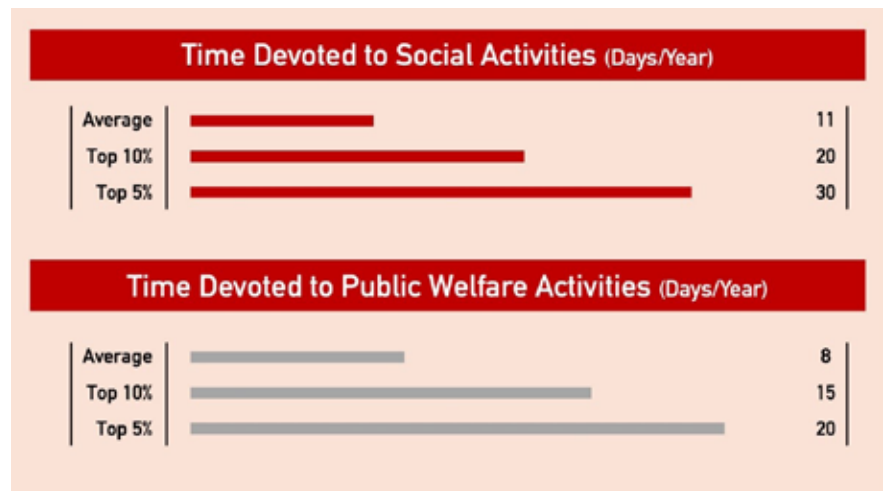
in China to include business ethics as a compulsory course, and has published the CEIBS Corporate Social Responsibility White Paper for four consecutive years. Our survey

“Our survey indicates that CEIBS alumni have a deep understanding of and regularly practice social responsibility.”

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More than half of CEIBS alumni have held various positions at the National People’s Congresses or Chinese People’s Political Consultative Conference

(CPPCC), and 84% participate in charity and public welfare activities. Respondents also stated they spend an average of 11 days each year on social activities, while the top 5% of alumni contribute an average of more than 30 days per year to various social causes.



Happiness and Quality of Life

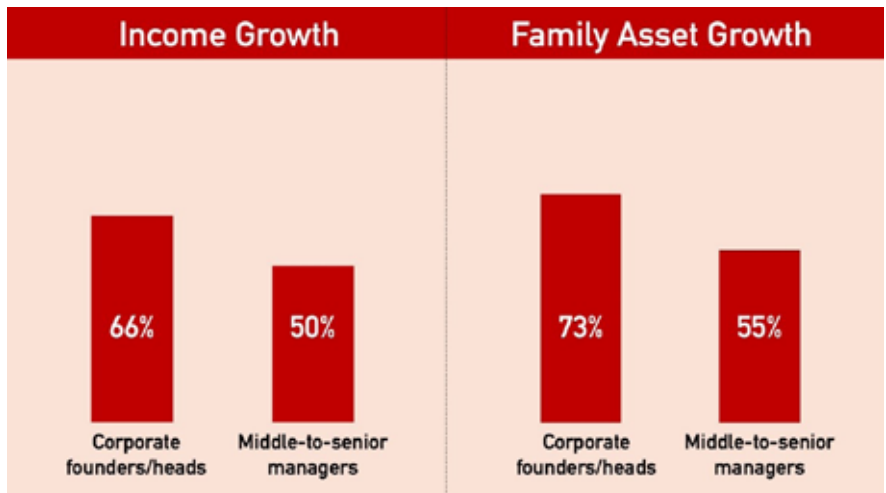
Released in 2016, China’s Healthy China 2030 plan repeatedly mentioned “healthy human capital.” Healthy human capital includes the overall competitiveness of an individual’s physical and mental health. Therefore, we wanted to take this opportunity to get an overall picture of our alumni’s happiness and quality of life.

For example, do our alumni enjoy work-life balance? How much time do they spend with their families, reading or doing exercise? Our survey showed that, on average, CEIBS alumni read and exercise more than four hours per week and spend more than three hours per day with their families.

It is undeniable that increased wealth is one of the sources of happiness. According to the survey, CEIBS alumni who are the founders/heads of companies are more likely to experience an increase in both personal income (by 66% on average) and family assets (by 73%) within five years of graduation.

About the CEIBS China Alumni Impact Survey 2021

The CEIBS China Alumni Impact Survey 2021 was conducted between July 27 and August 16. The survey collected responses from 2,252 Chinese and international CEIBS alumni. Respondents are engaged in more than 20 industries, amongst which manufacturing, finance and information technology services accounted for the



highest proportion, and those from private enterprises accounted for more than 60% of the total.

Our heartfelt thanks again to the CEIBS Alumni Association, the different programme departments, alumni regional branches and industry associations who helped distribute the survey

and the 2,252 alumni who participated in the survey, as well as everyone on the survey project team.