

CEIBS Briefing

CEIBS in top tier of *FT* MBA ranking for sixth straight year



CEIBS has once again placed in the top tier of schools in the world in the *Financial Times*' annual ranking of MBA programmes released in February. The school secured the #16 spot in the latest ranking, making it the only non-US/non-European school to appear in the *FT*'s top tier in 2022. It also marks the sixth consecutive year CEIBS has finished both in the top tier and as the top school in Asia. The *FT*'s ranking is widely considered to be the most influential of its kind in the world and takes into consideration a range of factors such as career progress, diversity, research and ESG (Environmental, Social and Corporate Governance) efforts.

Management Education Journey Post COVID-19



CEIBS President (European) Dipak Jain outlined his vision for the future of management education to a worldwide audience during a *Financial Times* livestream in February. President Jain shared his views during a panel discussion as

part of the *FT*'s *The Future of Business Education: Spotlight on MBA* online event, which brought together some of the world's most influential management educators. In particular, he noted that a new D-I-E-T – comprised of digital thinking, innovative mind-sets, entrepreneurial spirit and team culture – is needed for the modern world.

New book offers unconventional answers to the question of China's economic rise



What is behind China's eye-catching economic boom and what does it mean for the rest of the world? In his recently-release book, *Catching Up to America*, CEIBS Professor of Economics Zhu Tian comes up with some unconventional answers. The book centres on a concept Prof. Zhu calls the "China growth puzzle." In particular, it debunks several popular explanations of China's rapid rise, arguing instead that the main differentiating factor in economic performance between China and most other developing countries has been its Confucian culture of savings and education. *Catching Up to America* was published by Cambridge University Press and is now available to purchase online.

CEIBS launches new online campus portal

CEIBS launched a comprehensive online school management system in March as a major step forward to improve campus operations efficiency and facilitate digital transformation. As a major part of the CEIBS Smart Campus Project, the iCampus PC/mobile system is designed to connect different



departments, streamline academic and business procedures, and provide an easy-to-use experience for its users. The system integrates business and data services, and allows users to access information about campus news, announcements, and staff information, as well as business and administration services from a central location with one simple click.

Best Buy turnaround: Leading with purpose and humanity



Purpose-driven leadership and putting people over profits are crucial to driving organisational performance through crisis and beyond, former Chairman and CEO of Best Buy Hubert Joly said during a virtual CEIBS Executive Forum hosted in May. The event, hosted by CEIBS Professor of Economics Bala Ramasamy, explored key factors behind Best Buy's stunning turnaround during Mr. Joly's tenure with the US consumer electronics retailer between 2012 and 2019, and the importance of leading with purpose and humanity.

CEIBS makes presence felt on world stage at Davos

CEIBS was represented at the highest level in May as Vice President and Dean Ding Yuan rubbed shoulders with leading influential thinkers from around the globe and accepted inter-



views from the world's top media at Davos. Prof. Ding attended a range of meetings at the annual event hosted by the World Economic Forum, which was being held for the first time since 2020 after being cancelled last year due to the global pandemic. A key highlight was Prof. Ding's participation in a panel discussion entitled, *Strategic Outlook: Eurasia*, which focused on the impact of the war in Ukraine and its economic effects on Central Asia.

CEIBS alumni and peers explore high-performance teams at Zurich campus workshop



CEIBS Switzerland welcomed members of our Swiss alumni chapter to our Zurich campus in June for a special workshop on *Building and Leading High-Performance Teams and Cultures*. CEIBS Zurich Campus CEO Dr. Robert Straw was the host of the two-day event, which included 20 participants from the CEIBS Swiss Chapter and the General Alumni Association (GAA) Club. The event was part of a series of workshops which will continue at locations around Europe throughout 2022.