EIBS welcomed Professor of General Management and Leadership Frank Bournois as the new Vice President and Dean in April. Prof. Bournois succeeded Professor of Accounting Ding Yuan.

Prior to joining CEIBS, Prof. Bournois served as Executive President and Dean of ESCP Business School in Europe and, before that, as a full Professor of General Management and Cross-Cultural Leadership at Paris Panthéon-Assas University.

Prof. Bournois is a FRSA-Fellow of the Royal Society of Arts (UK) and holds a Ph.D. in Business Strategy from the University of Lyon (France), an MBA from Aston University (UK), a Master in Management from EM Lyon (France) and DSc from City University of London (UK).

He is an expert in corporate governance and how large firms identify, manage and develop their future leaders. He has provided consulting services for companies such as Airbus, Bouygues, EDF, L’Oréal and Safran. He also served as a Member of the Global Supervisory Board of Mazars, a leading audit and advisory firm where he also chairs the Audit Committee.

During a special handover ceremony in The Maple Hall at the school’s Shanghai campus, Prof. Bournois noted that his “joining CEIBS was motivated by a passion for the school’s international dimension.”

“I’m honoured to be here. I know that ‘honour’ means not only to be honoured or to be proud; it also has the same root as ‘onus,’ which means weight. Honour comes because there is with it the weight of duty, and that is for the good of our school,” he added.

Prior to joining CEIBS, Prof. Bournois served as Executive President and Dean of ESCP Business School in Europe.

Meet Our New Faculty

We’re only half way through 2023, but we have already welcomed several new professors to the CEIBS family! Read on to learn more about the newest members of our faculty team!

Dr. Majid Ghorbani

Majid Ghorbani joined CEIBS as an Associate Professor of Management Practice and Academic Director of CEIBS E-Lab in January 2023. Prior to joining CEIBS, he was an Associate Professor of Management and the Academic Director of the International MBA Program at Renmin University of China. His research interests mostly focus on the influence of government, policy and political systems on corporate social responsibility, and innovation and entrepreneurship strategies.

Dr. Dr. Hu Guangzhou (Albert)

Dr. Hu Guangzhou (Albert) Hu is Professor of Economics at CEIBS. Prior to joining CEIBS, he taught at the National University of Singapore. Dr. Hu received his Ph.D. in international economics from Brandeis University, and B.A. in international finance from Nankai University. Prof. Hu’s research interests center on the economics of technological change and the Chinese economy.
Faculty Appointments

A number of our professors have been named to important new positions this year! Take a look below to find out more about recent CEIBS faculty appointments.

Prof. Bala Ramasamy appointed new member of the CEIBS Management Committee

Professor of Economics and Associate Dean and Director of GEMBA Programme Bala Ramasamy was appointed as a new member of the CEIBS Management Committee from February 2023. Before joining CEIBS in 2006, Prof Ramasamy served as the Professor of International Economics and Business and acting Director of Nottingham University Business School at the University of Nottingham in Malaysia. His research interest focuses on Asian economies, Foreign Direct Investment, Corporate Social Responsibility and International Business Strategy.

Prof. Zhao Xiande appointed Director of CEIBS Institute of Supply Chain Innovations

JD.COM Chair Professor of Operations and Supply Chain Management Zhao Xiande was appointed Director of CEIBS Institute of Supply Chain Innovations starting from February 2023. Professor Zhao’s expertise is in the areas of Operations and Supply Chain Management. His research interests mostly focus on supply chain management and innovation, network-based service and business model innovation, supply chain finance, supply chain integration, digital supply chain, and supply chain optimization using big data.

More faculty promoted to new positions in early 2023

Prof. Huang Sheng was promoted to Full Professor, effective from January 1, 2023, while Prof. Sae Young Lee was promoted to Assistant Professor, effective from May 1, 2023. Profs. Travers Barclay Child and Wei Yang were promoted to Associate Professor, effective from July 1, 2023, and Profs. Taiyuan Terry Wang and Daniel Han Ming Chng were promoted to Full Professor, effective from July 1, 2023.

Faculty Awards and Honours

CEIBS professors have given us much to celebrate over the past few months. Here is a look at some of the recent honours and awards they have received.

CEIBS teams claim top prizes at The Case Centre Awards and Competitions 2023

Two CEIBS case-writing teams have been named winners in The Case Centre Awards and Competitions 2023 in February. Wuling Hongguang MINIEV: A New Breed of Chinese Automaker by CEIBS Professor of Marketing Wang Gao and Senior Researcher Zhu Qiong won the Outstanding Case Writer Competition. Meanwhile, Daddy Lab: A Chinese Social Enterprise’s Dilemma by CEIBS Professor Daniel Han Ming Chng, Senior Case Researcher Liman Zhao, Professor Byron Lee and Professor Peter Moran, together with Research Assistant Hellen Sun took home the prize for Outstanding Case Writer: Hot Topic Competition.

CEIBS faculty shine on highly-cited Chinese researchers list

A historic high 16 CEIBS faculty have made the 2022 list of Highly-Cited Chinese Researchers released by world-leading academic publisher Elsevier in late March. Amongst those listed, 14 CEIBS faculty have been named for their contributions in the category of Business Management, while another two appear on the Applied Economics list. CEIBS has also boasted the largest number of faculty on the list in the field of Business, Management and Accounting for six consecutive years.
CEIBS Faculty in the Media

From macroeconomy and the geopolitical landscape, to ESG and other business issues of the day, CEIBS faculty regularly offered their thoughts to media during the first half of 2023. Read on for some of the key insights shared during the past six months.

January 17

“China is known for its gradualism approach in policy implementation. As the Dynamic zero-COVID policy continued to be emphasized in October 2022 at the 20th National Congress of China’s Communist Party (CPC), it was widely believed that China would adopt a gradualism approach in adjusting the COVID-19 policy. To everyone’s surprise, the government opted for a big-bang approach by lifting all the imposed COVID-19 restrictions almost overnight in early December 2022. In just one month, China passed half way in achieving community immunity as majority of China’s population is believed to have been infected.”

— CEIBS Professor of Economics Xu Bin | Diario Financiero

January 31

“All indicators point to a relatively healthy recovery... The government has put economic growth back at the centre of policy.”

— CEIBS Professor of Economics Zhu Tian | The Globe and Mail

February 28

“China has the biggest pool of rare diseases and patients in the world, and thus could turn this issue to its advantage and make it a differentiating point in its strategy for innovation.”

— CEIBS Adjunct Professor of Management Eric Bouteiller | South China Morning Post

March 6

“I would say achieving a growth of around 5% or even higher is a high probability event, provided that there won’t be any unexpected risks.”

— CEIBS Adjunct Professor of Economics and Finance Sheng Songcheng | Bloomberg

March 15

“If a brand can meet the cultural consumption needs of Generation Z for ‘rewarding,’ ‘deep experience,’ and ‘authentic feelings,’ and explore new possibilities of cultural commercial power in the context of China’s creativity, technological empowerment, and local culture, it would help create unique Chinese Z brands with cultural characteristics, thus winning the favour of Gen Z consumers.”

— CEIBS Professor of Marketing Wang Qi | Economic Observer
The internet's story is far from over. In its early stages, internet applications in China mostly focused on the consumer side. Although Chinese enterprises were latecomers, an enormous domestic market enabled the country to catch up with and even surpass pioneers in the consumer internet space. The situation is quite similar to that of the business world. To what extent is this going to help the political side? I'm not sure. From the corporate perspective, the return of corporate leaders to China is putting the country back on the ‘radar’ of the business world. To what extent is this going to help the political side? I'm not sure.

CEIBS Professor of Entrepreneurial Management Practice Gong Yan | Forbes China

The frequency of competition, disruption, and paradigm shifts among Chinese enterprises is remarkably high, along with the rapid pace of technological iteration. This is a significant difference between the Chinese and Western developed markets. Only enterprises that are adept at identifying key trends and taking targeted measures can turn challenges into opportunities and gain first-mover advantage.

CEIBS Professor of Entrepreneurial Management Practice Gong Yan | Forbes China

ESG is a guiding path for sustainable development and an important framework for businesses to understand the risks and opportunities ahead in the future. ESG is not just ‘icing on the cake’ for existing businesses; effective transformation supported by ESG can also help companies build sustainable competitive advantages.

CEIBS Marketing Professor Wang Yajin | Bloomberg Businessweek Chinese Edition

ESG can also help companies build sustainable competitive advantages.

CEIBS Marketing Professor Wang Gao | Business Management Review

"The internet’s story is far from over. In its early stages, internet applications in China mostly focused on the consumer side. Although Chinese enterprises were latecomers, an enormous domestic market enabled the country to catch up with and even surpass pioneers in the consumer internet space. The situation is quite similar in the industrial internet domain. Though China started late, the starting point was not low, thanks to the popularity of the consumer internet in the country.”

CEIBS Honorary Professor Xu Xiaonian | 21st Century Business Herald

April 1

“The geopolitical context and China’s economic recovery offer a window of opportunity to deepen trade ties over the next three years, particularly for EU countries.”

CEIBS Professor of Economics Xu Bin | ABC

April 10

“The joint visit of the French President and the President of the European Commission to China will be a milestone in the history of China-EU cooperation. It sends an important signal that EU has reached an agreement regarding cooperation with China. It also signifies that dialogue and cooperation with China is indispensable in reaching peaceful resolution of the Russia-Ukraine conflict.”

CEIBS Vice President and Dean Frank Bournois | International Finance News

April 12

“To further develop entrepreneurial spirit in the new era requires a more suitable environment in terms of industries, economy, and policies. There is no way to know exactly which behaviours will guarantee success. What we need is to shape a system that allows various economic entities to collide, collaborate, and gradually evolve together towards common goals.”

CEIBS Assistant Professor of Strategy and Entrepreneurship Bai Guo | China Business News

April 14

“The frequency of competition, disruption, and paradigm shifts among Chinese enterprises is remarkably high, along with the rapid pace of technological iteration. This is a significant difference between the Chinese and Western developed markets. Only enterprises that are adept at identifying key trends and taking targeted measures can turn challenges into opportunities and gain first-mover advantage.”

CEIBS Professor of Entrepreneurial Management Practice Gong Yan | Forbes China

April 17

“COVID-19 and global tensions, including the Ukraine-Russia conflict, have affected the international supply chain, transport and logistics. China and the West have been relatively slow in reverting to more open and efficient transportation.”

CEIBS Professor of Strategy and Entrepreneurship Daniel Chng | Straits Times

April 29

“The geopolitical context and China’s economic recovery offer a window of opportunity to deepen trade ties over the next three years, particularly for EU countries.”

CEIBS President Wang Hong | Economy Magazine

June 1

“By comparing Chinese and international companies, it’s clear that Chinese unicorn companies are insufficient in overall strength, industry competitiveness, and regional resource allocation. To address these gaps, it’s crucial to foster a better environment and innovation ecosystem, optimise innovation landscape, enhance policy guidance, and bolster supportive frameworks for technology companies that cater to their practical needs.”

CEIBS President Wang Hong | Economy Magazine

June 2

“The return of corporate leaders to China is putting the country back on the ‘radar’ of the business world. To what extent is this going to help the political side? I’m still a bit sceptical.”

CEIBS Professor of Economics Bala Ramasamy | Financial Times

June 2

“The return of corporate leaders to China is putting the country back on the ‘radar’ of the business world. To what extent is this going to help the political side? I’m still a bit sceptical.”

CEIBS President (European) Dominique Turpin | Bloomberg

June 2

“The return of corporate leaders to China is putting the country back on the ‘radar’ of the business world. To what extent is this going to help the political side? I’m still a bit sceptical.”

CEIBS President (European) Dominique Turpin | Bloomberg