

# CEIBS Milestones 2020

2020 was a truly extraordinary year. Faced with the unprecedented COVID-19 pandemic, people everywhere rose up to fight. The world's second largest economy has gradually recovered from the downturn caused by the outbreak and China has made progress in an increasingly volatile international arena. As Chinese President Xi Jinping said in his 2021 New Year address: "Greatness is forged in the ordinary. Heroes come from the people. Everyone is remarkable!"

Over the past year, CEIBSers have time and again proven themselves remarkable. Amidst the challenges posed by COVID-19, CEIBS has relentlessly fought the pandemic while working hard to further its development.

As part of efforts to combat the pandemic, faculty, staff and students at our five campuses across three continents expended every effort to ensure the continuation of teaching. CEIBS faculty weighed in with a stream of valuable insights, disseminated through mainstream media and virtual activities, to help businesses resume production and stimulate economic recovery. Many CEIBS alumni also actively contributed to the fight against COVID-19.

At the same time, CEIBS recorded achievements in academic research and continued to create and disseminate cutting-edge knowledge. We also expanded our faculty, with new professors injecting even more energy and vitality to the school.

CEIBS achieved several breakthroughs in its development in 2020. We ranked second in the world in the *Financial Times'* list of top EMBA programmes and fifth globally on the prestigious business newspaper's ranking of MBA programmes. We cannot list every single achievement, but when we look back on the past year, we can gain a deeper understanding of the Chinese proverb that, "Only when the year grows cold do we see the qualities of the pine and the cypress." We have surely witnessed the potential, vitality and strength of CEIBS as a world-class business school over the past year.

Today, China's two centenary goals are converging. This year is the first year of the country's 14th Five-Year Plan as well as a critical year for the development of China as a modern socialist country. As a platform for linking China with Europe and the world, CEIBS will live up to its mission and continue to contribute to China's economic development and the advancement of business globally.

## Breakthroughs and Development



**1** The *Financial Times* released its annual global MBA ranking in January 2020 and the CEIBS MBA programme once again ranked fifth in the world and first in Asia.



**2** CEIBS soared to #2 in the *Financial Times'* 2020 ranking of the world's top 100 EMBA programmes.

**3** Professor Wang Hong was officially appointed as the new CEIBS President during a special ceremony at CEIBS Shanghai campus.



**4** In the fight against COVID-19, CEIBS faculty, staff and students not only made donations, but were also active on the frontlines. CEIBS alumni also donated more than 1.7 billion RMB to the effort. For its heroic efforts, the CEIBS Alumni Association received the Xiang Guang Organising Committee Award at the 2020 China Social Enterprise and Impact Investing Forum.

**5** After many rounds of thorough deliberations, CEIBS formulated a new strategic five-year development plan which was then approved by the board of directors. During the implementation of the plan, CEIBS will take every opportunity to effectively operate and advance the school, further consolidating its position as a world-class provider of management education.

At the same time, the school will proactively serve China's national strategy and regional development by supporting the integrated development of the Yangtze River Delta region, the Beijing-Tianjin-Hebei region and the Guangdong-Hong Kong-Macao Greater Bay Area. CEIBS will further harness its resources to strengthen itself as a platform for economic and cultural exchange between China and Europe and it will integrate corporate social responsibility (CSR) and sustainability concepts into its teaching, research, case development efforts and operations to grow as the world's most respected business school.

## Innovation and Research

**1** Five new professors joined CEIBS in 2020: Professor of Accounting David Hendrik Erkens, Professor of Economics Zhang Shuang, Professor of Strategy He Jinyu, Assistant Professor of Strategy Vivian Guo and Lecturer of Strategy Sae Young Lee.

**2** CEIBS Honorary Professor Jiing-Lih Larry Farh again made Clarivate Analytics' list of Highly Cited Researchers (Economics and Business) with citations of his academic results amongst the top 1% in the world. Meanwhile, Professor of Operations and Supply Chain Management Zhao Xiande was awarded the designation of Fellow by the Decision Sciences Institute (DSI), and was named one of



the most influential scholars in the field of supply chain management in Asia.

**3** Professor of Accounting Hwang Yuh-chang was awarded the 2020 CEIBS Medal for Teaching Excellence and became the fourth Professor Emeritus at CEIBS. Associate Professor of Strategy Zhang Yu and Professor of Management Katherine Xin received the 2020 CEIBS Research Excellence Award. Professor of Finance and Accounting Zhao Xinge, Professor of Economics



Zhu Tian and Prof. Katherine Xin were also granted the CEIBS 15th Anniversary Service Award.

**4** A paper by Professor of Entrepreneurship Rama Velamuri was ranked among the top 10 in terms of downloads in the Social Science Research Network's Corporate Social Responsibility category. On June 3, 2020, a case developed by Associate Professor of Management Daniel Han Ming Chng, Dr. Pi Xin and Dr. Zhao Liman won the top prize in the category of Responsible Business in the 2019 EFMD Case Writing Competition.

**5** CEIBS established the Think Tank Research Fund, the Service Excellence and Leadership Learning Lab and four new interdisciplinary research centres covering China and the World, CSR/Sustainability, Digital Age Management and Service Excellence.

**China and the World:** This research area is an inclusive and open platform for CEIBS faculty members, as well as scholars and practitioners outside CEIBS, to leverage CEIBS' alumni network to collaborate and synthesise their insights on China's business, economic and institutional development from a global and comparative perspective, so as to create new knowledge and promote a better understanding of China and global issues.

**CSR/Sustainability:** This research area investigates the essential question of how businesses respond to increased expectations placed on them to reduce their adverse impacts on society and the natural environment and to become pioneering forces for sustainable development. We aim to become the go-to place in China and Asia for the generation and dissemination of cutting-edge knowledge related to sustainability and corporate social responsibility.

**Digital Age Management:** This research area aims to explore questions about the positive and negative impacts of technology on business and society. We are particularly interested in understanding the frameworks and institutions that firms and governments can create to harness the positive aspects of technology while minimising its negative impact. While our main focus is on modern technologies such as big data and artificial intelligence, we also encourage explorations into the causes and consequences of prior technological transitions (e.g. the Indus-

trial Revolution) to the extent that they can help us understand emerging business practices and social transformation.

**Service Excellence:** The mission of this research area is to create and disseminate knowledge about best practices in the management and marketing of services, to improve service delivery quality, foster service innovation and enhance service productivity. We define service broadly to include service companies, service as products and the 'servitization' of manufacturing. We envision this research area platform to be an inclusive one and invite faculty members from CEIBS as well as the CEIBS alumni community, scholars and practitioners outside of CEIBS to join our efforts.

**6** CEIBS and Ivey Business School signed a Memorandum of Understanding to include Ivey Publishing's China-relevant cases in Chinese in the Global Platform of China Cases (ChinaCases.Org), a case library initiated and operated by CEIBS and financially supported by the Shanghai government. This collaboration aims to promote and support case-method teaching in schools and institutions in Greater China. The inclusion of Ivey's Chinese cases will deliver a strong boost to ChinaCases.org in terms of quantity and quality. As the most influential China case library globally, the combined collection will soon reach more than 2,500 high-quality cases in total.



**7** The first 40 China-focused cases developed and selected by CEIBS officially went live on Harvard Business Publishing – Education's platform. The first batch represents the latest step in the long-term co-operative partnership between CEIBS and Harvard Business Publishing – Education agreed upon in November 2019. In the future, more China-focused cases will enter Harvard Business Publishing – Education and make their way into the classrooms of international business schools.

## Programmes and Events

**1** The CEIBS Insights 2020 Europe Forum series wrapped up on December 4, with more than 3,000 participants streaming the events online. The forums explored opportunities for Sino-European co-operation in areas such as innovation, mobility, finance and investment, as well as ways to accelerate the post-COVID-19 global economic turnaround. For the first time in its history, the 2020 forums were hosted online, with virtual stops in Switzerland, Germany, the UK and France.



**2** CEIBS launched numerous online events during the COVID-19 pandemic, including Cloud Sharings, Chief Cloud

Forums, VC Seminars, FMBA Faculty Talks, *He* Talks and TEDxCEIBS. The school also offered online orientation sessions. Notably, *He* Talks generated millions of views.

**3** CEIBS hosted the MBA 2020 virtual graduation celebration in June. Despite a challenging global job market amidst the COVID-19 pandemic, 91.4% of CEIBS MBA 2020 graduates accepted a job offer within three months of graduation. Additionally, 2020 witnessed the start of the MBA2022 programme at CEIBS' Shanghai and Zurich campuses.



## Alumni News and Honours

**1** The CEIBS Alumni Association held the Alumni Representatives Conference and the Fourth Conference of the General Election of the Council. Nearly 200 alumni representatives attended the meeting online and in person.

**2** CEIBS won the 15th Xuanzang Road Business School Gobi Desert Challenge for the first time in eight years, making it the first business school team to have won the challenge five times.



**3** The Virtual Global Alumni Gathering, planned and organised by the CEIBS Alumni Relations Office, was held successfully. Since 2018, the CEIBS Alumni Relations Office has hosted multiple overseas alumni gatherings. Due to the

pandemic, the overseas alumni gatherings were moved online in 2020.

**4** Three CEIBS alumni appeared on China's top-40 list of

innovators, entrepreneurs and role models during the 40th anniversary of the establishment of the Shenzhen Special Economic Zone and two alumni won the 2020 National Award for Poverty Alleviation.

**5** CEIBS President Wang Hong held a meeting with alumni representatives from Shenzhen, Beijing and Nanjing. CEIBS management team also held a symposium for senior alumni.

**6** On behalf of Share Capital, Share Capital Co-founder and

CEIBS alumnus Huang Fanzhi donated 1 million RMB to the CEIBS Education Foundation to support the research and development of the CEIBS Centre for Wealth Management. This was the sixth donation made by Share Capital to the CEIBS Education Foundation since 2011.

**7** Guizhou Baijin Director and General Manager Cai Fangxin (CEIBS 2019 Global CEO Programme) personally donated 2 million RMB to the CEIBS Education Foundation to support teaching, research and events at CEIBS.

## Think Tank Impact

**1** CEIBS President Wang Hong and Professors Zhu Xiaoming, Chen Weiru, Xiang Yi and Bai Guo attended the 2020 Shanghai Management Science Forum to discuss management reform in the digital economy.



**2** CEIBS President Wang Hong expressed her views about talent training in Shanghai in an exclusive interview with Chinese digital newspaper *The Paper* in which she said that colleges and universities should play a significant role in talent cultivation and that Shanghai can be more aggressive in talent training.

**3** Then-CEIBS President Li Mingjun appeared on CCTV to discuss topics including the mission of and opportunities for Chinese management education in the present era and new opportunities for Chinese enterprises in the post-pandemic period.



**4** In October, the *2020 CEIBS Corporate Social Responsibility White Paper* was awarded the Xiang Guang Prize at the China Social Enterprise and Impact Investing Forum and the CEIBS Alumni Association was awarded the Xiang Guang Organising Committee Prize.



**5** CEIBS and the Jinqiao Economic and Technological Development Zone jointly published *Selected Cases of the Development of the Jinqiao Economic Development Zone over the Past 30 Years*, which chronicles the area's development over the past three decades.

**6** CEIBS participated in numerous events, including the opening ceremonies of the Shanghai Fintech Industry Alliance (SFIA), 2020 SOE Seminar, Shanghai Leading Cadres Seminar and the Pudong-CEIBS Senior Seminar for Economic Management Talent.

Source: CEIBS Presidents' Office

# CEIBS in Numbers

## TEACHING



Executive MBA  
Ranking 2020

# #2



Global MBA  
Ranking 2020

# #5

CEIBS has launched a diverse range of courses at

# 5 ACROSS 3

LOCATIONS CONTINENTS

CEIBS maintains MBA student exchange programmes with more than

# 40

top business schools worldwide.

# 500<sup>+</sup>

online CEIBS events hosted

## RESEARCH

CEIBS boasts a world-class line-up of

# 70

full-time faculty members.

CEIBS faculty have

# topped

Elsevier's "World's Most Cited Chinese Researchers" list in the category of Business, Management and Accounting for

# 6

CONSECUTIVE YEARS.

International faculty makes up around

# 60%

OF OUR FACULTY.

CEIBS has teamed up with

# 3

world-renowned case libraries.

The Global Platform of China Cases has collected over

# 1,000<sup>+</sup>

China-focused cases.

## ALUMNI

CEIBS has

# 24,000<sup>+</sup>

alumni in more than

# 80<sup>+</sup>

countries and regions around the world.

# 12

alumni are currently founders or chairpersons of Fortune Global 500 Enterprises 2020.

More than

# 300<sup>+</sup>

CEIBS alumni are currently founders, chairmen or presidents of listed companies.