

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. Jiang Yuan ◉

Dr. Yuan Jiang is an Associate Professor of Management of CEIBS. Prior to joining CEIBS, he was a member of the faculties at Indiana-Purdue University Fort Wayne, Shanghai Jiao Tong University, Harbin Institute of Technology, and Sun Yat-Sen University. He is an adjunct faculty at emLyon Business School Shanghai and a doctoral advisor at Business School of Sun Yat-Sen University. Prof. Jiang's primary areas of expertise include leadership, collaborative teamwork and innovation, cross-cultural and Chinese human resource management, and managing for green behaviour and performance at work.



◉ Dr. Hu Guangzhou (Albert)

Dr. 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 teams win top prizes in global case writing contest

In March, five CEIBS case studies were winners in the 2022 Global Contest for the Best China-Focused Cases. The cases cover a range of topics spanning innovation strategy and organizational transformation in China’s healthcare industry, mergers and acquisitions of public Chinese companies, the turnaround of a famous Chinese coffee brand following financial fraud and the digitalisation of the manufacturing sector.



CEIBS team emerges as big winner in EFMD case contest

A CEIBS team emerged as one of the big winners in the 2022 EFMD Case Writing Competition in April. A case entitled *Aspiration, Action, Determination: Zhu Jing, Founder of Sunkwan Group* by Professor of Management Jean Lee, Research Assistant Xin (Michelle) Zheng and Senior Case Researcher Liman Zhao took home the top prize in this year’s Women in Business category, while a case entitled *ApiYoo: A New Breed of Entrepreneurship* by Professor of Marketing Wang Gao, Senior Case Researcher Zhu Qiong and Research Associate Zhang Rui captured the top prize in the Entrepreneurship category.



President Wang Hong’s proposal honoured by Shanghai municipal government

In February, President Wang Hong’s research proposal *Research on the Most Important Bottlenecks and Problems Restricting the Development of Shanghai’s High-level Service Industry Market Regulatory System* was named the key project on Decision-making Consultation of Shanghai Municipal People’s Government.



CEIBS faculty claim more academic paper prizes

CEIBS Assistant Professor Michelle Zheng’s paper *Time Will Tell or Will it?: Power Inequality Hinders Trust Meta-Accuracy Development Over Time* won the 2023 Academy of Management Meeting best paper proceedings, while CEIBS Lecturer of Management Dr. Gyamfi, Nana Yaa A. was among the finalists for the 2023 IM Division D’Amore-McKim School of Business, Northeastern University Dissertation Award. Prof. Tae-Yeol Kim’s co-authored paper entitled *Untangling the Relationship between Creative Self-Efficacy and Intrinsic Motivation in Influencing Creativity* won 2023 Academy of Management Meeting best paper proceedings. Prof. Shameen Prashantham was selected as one of the 2023 JIBS Best Reviewer Award recipients.

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*



March 27 “This is how entrepreneurs think – it is not by saying, ‘I would like to start a business,’ but by facing a challenge.”

— CEIBS President (European) Dominique Turpin | *Diario Financiero*

DIARIO FINANCIERO

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*

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*

国际金融报
INTERNATIONAL FINANCIAL 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*

第一财经

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*

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Forbes

April 17 “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*

21世纪经济报道
21ST CENTURY BUSINESS HERALD

April 19 “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*

Bloomberg
Businessweek
商业周刊/中文版

April 29 “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*

THE STRAITS TIMES

May 9 “The Chinese enterprises venturing into international markets require a supportive policy environment that ensures stability. On the corporate level, my suggestion is learn to tap global resources and talent to understand local consumers and fit into local communities. As localization deepens, companies may explore business models that feature ‘capital from China plus global manufacturing resources.’ Hence, the next goal for Chinese entrepreneurs is to become global business leaders and seek market opportunities worldwide.”

— CEIBS Marketing Professor Wang Gao | *Business Management Review*

商学院

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 caters to their practical needs.”

— CEIBS President Wang Hong | *Economy Magazine*

经济

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*

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TIMES

June 2 “There are still significant numbers of people who want to come and study in China.”

— CEIBS President (European) Dominique Turpin | *Bloomberg*

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