

Newsletter

Faculty Research Publications



China Depth, Global Breadth

Peer Reviewed Journal Articles

Fang, Yue. 2023. "人工智能与管理：演变、应用与局限". *中国管理会计*. 3.

Contact: fyue@ceibs.edu

Kim, Changhyun, Zang, Yoonseok, Wang, Heli, Niu, Kate. forthcoming. "When Do Corporate Good Deeds Become a Burden? The Role of Corporate Social Responsibility Following Negative Events". *Journal of Business Ethics*. (FT50).

Abstract: This study investigates the differential roles of corporate social responsibility (CSR) in the context of negative events. By categorizing CSR and negative events by their respective stakeholder groups, primary and secondary stakeholders, we theorize and test differential impacts of CSR and their interaction effects with different types of negative events. We propose that, while CSR toward secondary stakeholders offers the monotonous risk-tempering effect, CSR toward primary stakeholders has heterogeneous effects when facing negative events. Specifically, the effect of CSR toward primary stakeholders varies with the type of negative events. When negative events are associated with secondary stakeholders in the domain of morality, CSR toward primary stakeholders presents a risk-amplifying effect. When the negative events are associated with primary stakeholders in the domain of capability, however, CSR toward primary stakeholders does not present a significant risk-amplifying effect. In contrast, CSR toward secondary stakeholders presents the risk-tempering effect regardless of the type of negative events. We find general support for these arguments when we analyze the market responses to the news events of RepRisk, which provides data of various corporate negative events covered by the media.

Paper: <https://link.springer.com/article/10.1007/s10551-023-05511-z>
Contact: chkim@ceibs.edu

Li, Qing, Shan, Hongyu, Tang, Yuehua and Yao, Vincent. forthcoming. "Corporate Climate Risk: Measurements and Responses". *The Review of Financial Studies*. (FT50).

Abstract: This paper quantifies climate risk exposure at the firm level by conducting a textual analysis of earnings call transcripts. We construct dictionaries that measure physical and transition climate risks separately and identify firms that respond proactively. We vali-

date our measures and find that they capture firm-level variations in respective climate risk exposure. Firms facing high transition risk, especially those that do not respond proactively, have been valued at a discount in recent years as aggregate investor attention to climate-related issues rises. We document differences in how firms respond through investment, green innovation, and employment when facing high climate risk exposure.

Contact: hongyushan@ceibs.edu

Prashantham, Shameen and Madhok, Anoop. forthcoming. "Corporate-startup partnering: Exploring attention dynamics and relational outcomes in asymmetric settings". *Strategic Entrepreneurship Journal*. (FT50).

Abstract:

Research Summary

Startups that partner concurrently with a large corporation must compete for the latter's attention. We extend the attention-based view from an intraorganizational to an interorganizational context, exploring how startups differ in the amount of attention they receive, their actions to attract and sustain attention, and the impact of attention dynamics on the relational outcome of the partnership. Our research uncovers two separate contests for attention involving corporate and divisional managers, highlighting the distributed nature of attention. Reflecting these, our findings reveal how startups' responsiveness to the respective cognitive schemas and corresponding stimuli of corporate and divisional managers is critical to understanding their distinct relational trajectories and disparate outcomes. Our focus on attention is complementary to the focus on trust that has hitherto dominated research on relational dynamics.

Managerial Summary

Startups partner with large corporations to access needed complementary resources. However, truly benefiting from such partnerships is challenging and requires them to attract as well as sustain the latter's attention. Our study reveals two contests for attention: one with corporate managers tasked with running a startup partnering initiative and the other with divisional managers in business units with whom actual commercial joint activity is forged. These two sets of managers have different priorities (schemas) that result in differences in the nature and amount of attention they pay to startups' actions (stimuli). Startups seeking corporate partnerships would

Inside this issue:

Peer Reviewed Journal Articles	7
Trade Journal Articles	6
Newspaper/Media Articles	9
Books/Monographs	1
Cases	22
Awards & Honors	5

Newsletter

Faculty Research Publications

do well to recognize this heterogeneity within large corporations and accordingly manage the attention–attraction process through suitable partner-centric behaviors. On their part, large corporations need to be aware of and sensitive to the challenges such disparate schema of corporate and divisional managers pose for successful partnering outcomes as the relationship transitions from the early to later stages.

Paper: <https://onlinelibrary.wiley.com/doi/full/10.1002/sej.1475>
Contact: sprashantham@ceibs.edu

Siciliano, Gianfranco & Weiss, Dan. forthcoming. "Family Ownership Influence on Cost Elasticity". *European Accounting Review*. (A*).

Abstract: This study explores the relation between family ownership and cost elasticity. Using a sample of 1746 European firms, we first find that family ownership, a prevalent ownership type with unique characteristics, is associated with greater cost elasticity. Further, we use four empirical settings to increase our confidence that a higher cost elasticity is attributable to family ownership. We also document that family firms achieve greater operating cost elasticity primarily through modifying SG&A costs in response to changing sales, but not by hiring or firing employees. These findings extend prior studies on ownership effects on cost structures, suggesting that family ownership matters in understanding firms' cost elasticity choices.

Paper: <https://doi.org/10.1080/09638180.2023.2244016>
Contact: gianfranco.siciliano@ceibs.edu

Yang, J., Zhang, W., Zhao, X.. forthcoming. "How can suppliers strategically involve downstream manufacturers in research and development collaboration? A knowledge spillover perspective". *European Journal of Operational Research*.

Abstract: Innovation collaboration has become increasingly important for supply chain partners. In this study, we examine the impact of innovation collaboration on supply chain partners, specifically focusing on how suppliers can design strategies to motivate downstream buyers to engage in cost-reduction research and development (R&D) activities. We present a scenario in which two downstream manufacturers purchase identical parts from a shared supplier and compete on the end market while individually investing in R&D. Our findings indicate that the manufacturers may be less inclined to invest in R&D due to knowledge spillover effects, which can reduce their order quantities from the supplier. To address this issue, we propose that the supplier become involved in the R&D through a cost-sharing agreement, aligning the incentives of all supply chain partners and internalizing both supply chain and knowledge externalities. Our results suggest that this approach allows the supplier to share R&D costs with the manufacturers while ensuring that the manufacturers are not worse off in a supply chain collaboration scenario compared to other scenarios. We also recommend that the supplier involve downstream manufacturers with perfect spillovers.

Paper: <https://doi.org/10.1016/j.ejor.2023.08.057>
Contact: xiande@ceibs.edu

Wang T, Fu Y, Rui O, & De Castro J.. forthcoming. "Catch up with the good and stay away from the bad: CEO decision on the appointment of chief sustainability officers". *Journal of Management Studies*. (FT50).

Contact: oliver@ceibs.edu

Trade Journal Articles

**Fang, Yue. 2023. "智能制造是必由之路". *经济*.
Contact: fyue@ceibs.edu**

Fang, Yue. 2023 June. "企业给大模型买单，孰“轻”孰“重”？". *财经*.

Contact: fyue@ceibs.edu

Xin, K. R. & Yan, J. . 2023 Aug. "Looking for New Dividend 《寻找新红利》". *Business Review*. 5.

Contact: katherinexin@ceibs.edu

Xin, K. R. & Yan, J.. 2023 July. "Going Overseas on a "Time Machine" 《乘上“时光机”去海外》". *Business Review*. 5.

Contact: katherinexin@ceibs.edu

Xu, Bin. 2023 July. "China's Economy: Historical Perspective and Future Outlook". *The CEIBS LINK*. 9-11.

Contact: xubin@ceibs.edu

Xu, Xiaonian. 2023 Oct/Nov. "浅析日本失去的30年——兼评“资产负债表衰退”". *财新网 & 中国改革 (China Reform)*.

Paper: <https://opinion.caixin.com/2023-09-27/102112752.html>
Contact: xxiaonian@ceibs.edu

Newspaper/Media Articles

**Fang, Yue. 2023. 新消费连锁经营的破局之道. *经济观察报*.
Contact: fyue@ceibs.edu**

Wang, Hong. 2023 July 5. 推动产业供应链高质量发展 中欧启动供应链创新研究院. *第一财经*.

Contact: whong@ceibs.edu

Wang, Hong. 2023 Sep 1. 智库观点 | 进一步优化消费信贷政策. *中国经济时报*.

Contact: whong@ceibs.edu

Wang, Hong. 2023 Sep 5. 2023全球资产管理中心评价指数出炉 上海位居全球第六. *第一财经*.

Contact: whong@ceibs.edu

Wang, Hong. 2023 Sep 17. 积极应对老龄化，完善个人养老金制度. *文汇报*.

Contact: whong@ceibs.edu

Wang, Hong. 2023 Sep 23. 建议改革个人养老金税收激励政策 对低收入人群个人养老金领取时免税. *上海证券报*.

Contact: whong@ceibs.edu

Wang, Hong. 2023 Sep 24. 三人行必有一老，全球人口替代率下滑，中国社会保障如何积极应对人口老龄化？. *上观新闻*.

Contact: whong@ceibs.edu

Newsletter

Faculty Research Publications

Wang, Hong. 2023 Sep 25. 全球视野与中国方案 业界大咖共话
社会保障与养老金融新趋势. 第一财经.
Contact: whong@ceibs.edu

Wang, Hong. 2023 Sep 26. 社会保障与养老金融国际高峰论坛在
浦东举行. 东方财经.
Contact: whong@ceibs.edu

Books/Monographs

Wu, Howei, Xu, Bin, Zhang, Feida, Li, Ruoshi, Wu, Wei. 2023.
*2023 China Business Report: On Business Performance and
Operations of Companies in China in the New Business En-
vironment*. CEIBS.
Contact: howeiwu@ceibs.edu
xubin@ceibs.edu
feidazhang@ceibs.edu

Cases

Chan, Raymond, Chen, Shimin, Law, Justin and Sun, Sunny.
2023. "瑞幸：咖啡杯里的造假风暴Luckin: From Brewing Cof-
fee To Brewing Fraud". CI-123-040.
Contact: cshimin@ceibs.edu

Chiang, Fung Tung Flora and Zhang, Chi. 2023. "Y口腔医院：
以绩效管理提升顾客体验". CI-423-045.
Contact: fchiang@ceibs.edu

Fang, Yue, Pan, Bin, Lv, Xinghang and Qiu, Jv. 2023. "因您而
变：围绕客户价值持续创新求变的招商银行". CI-023-050.
Contact: fyue@ceibs.edu

Fang, Yue, Liu, Geng, Huang, Xiayan and Lv, Xinghang. 2023.
"元气森林：挑战可口可乐". CI-023-049.
Contact: fyue@ceibs.edu

Gong, Yan and Lin, Yanan. 2023. "直面海外巨头：格陆博的战
略选择". CI-323-030.
Contact: gongy@ceibs.edu

Han, Jian, Zhu, Qiong and Pan, Bin. 2023. "翠宏：如何突破成
长中的瓶颈？". CI-423-048.
Contact: jianhan@ceibs.edu

Hu, Haibo, Chen, Shimin, Wang, Yiqin and Yu, Fan. 2023. "李
渡酒业：白酒老字号如何面对数字化". CI-323-039.
Contact: cshimin@ceibs.edu

Law, Justin, Chen, Shimin, Li, Jiang and Pang, Anthony.
2023. "Li and Fung: Stay Public or Go Private (A)". CC-323-
041.
Law, Justin, Chen, Shimin, Li, Jiang and Pang, Anthony.
2023. "Li and Fung: Stay Public or Go Private (B)". CC-323-
042.

Contact: cshimin@ceibs.edu

Law, Justin, Chen, Shimin, Hui, Pamsy Pang, Anthony and
Wong, Alex. 2023. "King's Flair International: A Bright Future
in the Nanofiber Opportunity? (A)". CC-323-037.
Law, Justin, Chen, Shimin, Hui, Pamsy Pang, Anthony and
Wong, Alex. 2023. "King's Flair International: A Bright Future
in the Nanofiber Opportunity? (B)". CC-323-038.
Contact: cshimin@ceibs.edu

Rui, Meng and Chen, Bingliang. 2023. "天能股份：铅酸电池龙
头面对新电池技术". CI-323-036.
Contact: oliver@ceibs.edu

Tsai, Terence, Wu, Fan and Zhang, Yunlu. 2023. "华润雪花：与
喜力“联姻”后如何打造JBP？". CI-323-044.

Tsai, Terence, Wu, Fan and Zhang, Yunlu. 2023. "华润雪花：并
购海外品牌的背后". CI-323-043.
Contact: terence@ceibs.edu

Tsai, Terence, Zhang, Chi and Zhang, Yunlu. 2023. "优衣库在
中国 (A)：基础款打造巨无霸". CI-323-031.

Tsai, Terence, Zhang, Chi and Zhang, Yunlu. 2023. "优衣库在
中国 (B)：海外战略". CI-323-032.

Tsai, Terence, Zhang, Chi and Zhang, Yunlu. 2023. "优衣库在
中国 (C)：中国市场". CI-323-033.
Contact: terence@ceibs.edu

Wang, Qi and Cao, Zhijing. 2023. "Leica China: building an
experience-based brand". CC-523-046.
Contact: qwang@ceibs.edu

Wang, Qi, Xue, Iris and Guo, Vivian. 2023. "Baozun: From E-
commerce Service Provider to Luxury Digitalization Facilita-
tor". CC-323-035.
Contact: qwang@ceibs.edu

Wang, Qi, Xue, Iris and Guo, Vivian. 2023. "From E-
commerce Service Provider to Luxury Digitalization Facilita-
tor". CC-323-035.
Contact: weivivian.guo@ceibs.edu

Wang, Taiyuan. 2023. "创新挑战：跃龙汽车“第二增长曲线”战略
会". CI-023-047.
Contact: taiyuan.wang@ceibs.edu

Zhu, Tian and Chen, Bingliang. 2023. "圣源地毯：一家立足青海
的企业如何与沿海同行竞争". CI-323-038.
Contact: ztian@ceibs.edu

Awards & Honors

Gyamfi, Nana Yaa A. 2023. Prof. Gyamfi won the AoM IM divi-
sion best dissertation award.
News: <https://im.aom.org/division-awards/awardedetails>

Newsletter

Faculty Research Publications

Kwan, Ho Kwong. 2023. Prof. Kwan won the Human Relations Reviewer of the Year Award.

Lee, Siew Kim Jean. 2023. Prof. Lee won the First Prize on the 5th Shanghai MBA Case Teaching Competition, for course “Women in Leadership”, with case DEI at Schneider Electric: From “Why” to “How”. (Case authors: Jean Lee and ZHAO Liman).

News: https://www.chinacases.org/anon/casehelp/anon_casehelp_category/anonCasehelpCategory.do?meth=od=view2&fdId=182af745743392a7ab038ee46b2ba2be&mainFdId=18a495ca8fd5112f216af014fb1bb8bc&s_css=default&forward=helpview2&vdo2=true&lang=en-US

Rui, Meng. 2023. Prof. Rui won the Second Prize on the 5th Shanghai MBA Case Teaching Competition, for course “Digital Transformation in Financial Industry”, with case ZhongAn Insurance: Evolution from Insurance to Ecosystem. (Case authors: RUI Meng and ZHU Qiong).

News: https://www.chinacases.org/anon/casehelp/anon_casehelp_category/anonCasehelpCategory.do?meth=od=view2&fdId=182af745743392a7ab038ee46b2ba2be&mainFdId=18a495ca8fd5112f216af014fb1bb8bc&s_css=default&forward=helpview2&vdo2=true&lang=en-US

Wang, Taiyuan. 2023. Prof. Wang won the “DEI & Entrepreneurship Award” at the AOM conference for his coauthored paper entitled “Equality in the Eyes of the Beholders: An Ideology-Based Perspective on the Gender Gap in Entrepreneurship.”