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.
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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-tempering 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.
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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...
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.

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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, 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
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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
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Fang, Yue. 2023. "智能制造是必由之路". 经济
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Fang, Yue. 2023 June. "企业给大模型买单，孰"轻”孰”重”? ". 财经
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Xin, K. R. & Yan, J.. 2023 Apr. "Looking for New Dividend
《寻找新红利》". Business Review. 5.
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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

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 Environment. CEIBS. Contact: howeiwu@ceibs.edu xubin@ceibs.edu feidazhang@ceibs.edu

Wang, Taiyuan. 2023. "创新挑战: 跃龙汽车"第二增长曲线"战略会". CI-323-047. 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

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 Coffee To Brewing Fraud". CI-123-040. Contact: fychan@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: gongyy@ceibs.edu

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


Law, Justin, Chen, Shimin, Li, Jiang and Pang, Anthony. 2023. "Li and Fung: Stay Public or Go Private (A)". CC-323-041. Contact: cshimin@ceibs.edu

Law, Justin, Chen, Shimin, Li, Jiang and Pang, Anthony. 2023. "Li and Fung: Stay Public or Go Private (B)". CC-323-038. Contact: cshimin@ceibs.edu

Awards & Honors

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?method=view2&fdId=182af745743392a7ab038ee46b2ba2be&mainFdId=18a495ca8fd511f216af014fb1bb8bc&s_css=default&forward=helpview2&vido2=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?method=view2&fdId=182af745743392a7ab038ee46b2ba2be&mainFdId=18a495ca8fd511f216af014fb1bb8bc&s_css=default&forward=helpview2&vido2=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.”