Peer Reviewed Journal Articles


Chen, J., Zhao, X., & Lewis, M. . 2023. “Supplier motivation to share knowledge: an experimental investigation of a social exchange perspective”. International Journal of Operations & Production Management. 43, 5, 760-780. Contact: xiande@ceibs.edu


Chen, Qihui, Yajin Wang, and Ying Zhang. forthcoming. "Developing Strengths or Remedyng Weakness? How Perceived Social Mobility Affects Parents’ Purchase Preferences for Children’s Educational Products". Journal of Marketing. (FT50) 38, 1, 457-472. Paper: https://doi.org/10.1111/jorm.12336 Contact: yajinwang@ceibs.edu


Da, Yuwen, Dou, Qinglong, Liang, Chao. 2023 Sep. "Will Self-gifting of Streamers Hurt Unions? Analyzing the Union’s Compensation Mechanism for a Live Streaming Supply Chain". Transportation Research Part E: Logistics and Transportation Review. (A’) 177, 103230. Abstract: As an emerging online media for entertainment and social contact, live streaming already has a considerable market after its boom in recent years. On a live streaming platform, as content providers and the agents of providers, streamers and unions are the two most important roles on the supply side. Once streamers join a union, they will be paid according to the union’s compensation mechanism instead of directly paid by the platform. In practice, the union’s compensation mechanism usually contains a basic requirement for streamers’ proceeds, which may induce a specific self-gifting behavior among streamers when a streamer’s proceeds have not met

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the requirement, the streamer may donate to himself/herself to increase his/her income. An interesting question is how should the union respond to such speculation, stand by or prohibit it? This paper considers a Stackelberg game between a union and a mass of streamers. The union utilizes a typical compensation mechanism with a basic proceeds requirement, and streamers are heterogeneous in their abilities. Using a backward induction approach, we derive the streamers’ optimal decisions for a given compensation mechanism and then numerically optimize the union’s compensation parameters. Our analysis reveals that when the union’s compensation parameters meet certain conditions, some streamers will donate to themselves, and more low-ability streamers will join the union. We also interestingly find that self-gifting behavior never hurts the union under its optimal compensation mechanism. The union can avoid the self-gifting behavior of streamers or even make this behavior beneficial to itself by properly setting the parameters of the compensation mechanism in different cases. 

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Abstract: Researchers have long been interested in how owners affect firms’ corporate social responsibility (CSR) performance. However, owners face diverging ethical preferences between funding and potentially benefiting from their firms’ CSR performance. To better understand owners’ influence on firms’ CSR performance, we focus on ultimate controlling owners with the highest control rights over their firms. We theorize that ultimate controlling owners with more control rights have stronger motivations and greater decision-making power to promote firms’ CSR performance to demonstrate that they are responsible owners and gain legitimacy and goodwill from their stakeholders. Moreover, we explore how this positive relationship is strengthened when ultimate controlling owners and their firms share similar corporate names and receive increased financial analyst coverage, as these conditions increase the likelihood of gaining legitimacy and goodwill through their firms’ improved CSR performance. We test our theory using a sample of 852 publicly listed Chinese firms from 2008 to 2017. Our findings support our theoretical predictions and contribute to a more nuanced understanding of how differences in ownership structure and owner type associated with ultimate controlling owners shape their motives and power to affect CSR performance in their firms.

Paper: 10.6339/23-JDS1108

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Abstract: We use a survey of privately-owned enterprises spanning the years 2006–2014 and estimate effects of Worker Congresses on worker welfare outcomes. We find that Congresses by themselves had positive effects on all outcomes except for wages. Firms with both a Congress and a union had large and positive effects on all outcomes reflecting the sum of their separate individual effects, suggesting that they were not substitute institutions but were rather complementary in an additive fashion.

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Hsu, Y.-S., Chen, Y.-P., Chiang, F., & Shaffer, M. A. forthcoming. "Bridging the expatriate and host country national knowledge transfer gap: Managing interaction anxiety and uncertainty". *Journal of Knowledge Management*.

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Paper: https://doi.org/10.1111/irel.12336

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Moving to the Big City: Temporal, Demographic, and Geographic Influences on the Perceptions of Gender-Related Business Acumen among Male and Female Migrant Entrepreneurs in China. Academy of Management Discoveries. 9, 3, 383-407. Contact: maidghorbani@ceibs.edu

Li, Y., Liao, A., Li, L., Zhang, M., Zhao, X., & Ye, F. . 2023. "Reinforcing or weakening? The role of blockchain technology in the link between consumer trust and organic food adoption". Journal of Business Research. 164, 113999, 615-632. Contact: xiaidi@ceibs.edu


Shao, X., Jiang, Y., Yang, L., & Zhang, L. . 2023. "Does gender matter? The trickle-down effect of voluntary green behavior in organizations". Asian Pacific Journal of Human Resources. 61, 57-78. Contact: yuanjiang@ceibs.edu


Williams, M., Ghorbani, M., & Arturs Kalnins. 2023. "Moving to the Big City: Temporal, Demographic, and Geographic Influences on the Perceptions of Gender-Related Business Acumen among Male and Female Migrant Entrepreneurs in China". Academy of Management Discoveries. 9, 3, 383-407. Contact: maidghorbani@ceibs.edu


Yang, L., Shao, X., & Jiang, Y. . 2023. "Fostering employees’ voluntary green behavior: The role of environmentally specific servant leadership, positive affectivity, and workplace anxiety". Sustainability. 15, 14883. Contact: yuanjiang@ceibs.edu


Yu, Fang and Zeng, Sipeng. forthcoming. "Military managers and earnings management". Journal of Corporate Finance. (A*). Contact: fyu@ceibs.edu


**Trade Journal Articles**

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**Newspaper/Media Articles**

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Chen, Shaohui. 2024. 中智关爱通：与时代同频的人力资源创新. 人民网.
Contact: csophie@ceibs.edu

Jiang, Yuan. 2023. 狂飙里的高启强为何让人又爱又恨？. 中欧国际工商学院微信公众号.
Contact: yuanjiang@ceibs.edu

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Rui Meng, Gong, Max. 2023. 人民币贬值空间还有多大，距成为国际货币还有多远？. CEIBS official Website.
Contact: oliver@ceibs.edu

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Contact: ssongcheng@ceibs.edu

Sheng, Songcheng. 2023 September 4. 中欧国际工商学院教授盛松成：降准的可能性仍然存在. 上海证券报（中国证券网）.
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Sheng, Songcheng. 2023 September 7. 中美货币政策调控的差异. 新华社.
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Sheng, Songcheng. 2023 October 17. 盛松成：社融显示中国三季度GDP可能超预期. 美国国际市场新闻社.
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Sheng, Songcheng. 2023 October 24. China can reach 5%
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Faculty Research Publications

Wang, Hong. 2023 November 21. 分享办学30年成功经验：中欧国际工商学院院长汪泓：三个经验和三大“法宝”.
Contact: whong@ceibs.edu

Zhu, Tian. 2023 April 3. 中欧国际工商学院教授朱天：中国有底气实现5%的GDP增速目标.
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Zhu, Tian. 2023 Jan 10. 疫情之后，中国经济会好吗. 中欧国际工商学院微信公众号.
Contact: ztian@ceibs.edu

Zhu, Tian. 2023 April 21. 消费扩大是经济增长的原因还是结果？
观察者.
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Books
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Wang, Hong. 2023. 中欧邮轮产业发展报告（2023）.
社会科学文献出版社.
Contact: whong@ceibs.edu

Wang, Hong. 2023. 上海社会保障改革与发展报告.
社会科学文献出版社.
Contact: whong@ceibs.edu

Zhu, Tian. 2024 Jan. 超越的逻辑：文化、制度与中国的崛起.
北京大学出版社.
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Book Chapters
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Paper: https://doi.org/10.4324/9781003247272-12  
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Han, Jian, Wang, Wei and Zhu, Qiong. 2023. "英杰：业务发展中的组织管理难题(B)——后十年的挑战（2013-2023年）". CI-423-053.  
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Wang, Yajin, Chen, Bingliang and He, Ziqing. 2023. "中欧国际工商学院：践行CSR与ESG". CI-723-088.
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Xin, Katherine Rong and Zhong, Jin. 2023. "青草地疗养院：无
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Awards and Honors

Kwan, Ho Kwong. 2023. Prof. Ho Kwong Kwan's project "The Connotation, Cross-Level Influencing Mechanisms, and Impacts of Family Supportive Leadership: A Follow-Up Study” was rated as excellent by the Department of Management Science of the National Natural Science Foundation of China (NSFC).

Xin, Katherine Rong. 2023. Prof. Katherine Xin was award-