

Newsletter

Faculty Research Publications



China Essence, Global Significance

Peer Reviewed Journal Articles

Choi, Jungsil and Park, Hyun Young. forthcoming. "How Consumers with Hedonic (vs. Utilitarian) Purchase Motive Use Item-Price (vs. Price-Item) Presentation Order as a Mechanism to Justify Their Hedonic Purchase". *European Journal of Marketing*. (A*).

Abstract:

Purpose

This research investigates the moderating role of hedonic and utilitarian purchase motives for the presentation order effect. Although past research finds that presenting item first and price later (e.g., 70 items for \$29) increases consumers' purchase intention than presenting the information in the opposite order (e.g., \$29 for 70 items), the effect was examined mostly in hedonic consumption context. We examine whether the effect is applicable for hedonic purchases but is less applicable for utilitarian purchases, and why.

Design/methodology/approach

Seven experiments tested the moderating effect of purchase motives for the presentation order effect. Two serial mediation analyses were conducted to examine the underlying mechanism.

Findings

The "item-price" (vs. "price-item") order increases hedonic purchases, but not utilitarian purchases. Because consumers feel guilty about hedonic purchases, they engage in motivated information processing in order to perceive greater value from their hedonic purchase when item (benefit) information is presented first and price (cost) information is presented later. Perceiving greater value reduces guilt, which consequently increases hedonic purchases. In contrast, the order effect is not observed for utilitarian purchases that do not elicit guilt. When a price discount is offered, the order effect is reversed because actual savings justifies hedonic purchases better than perceived savings resulting from motivated information processing.

Originality

This research introduces a novel moderator for the presentation order effect and a novel underlying mechanism, driven by the motivation to alleviate guilt associated with hedonic purchases.

Practical Implications

When promoting hedonic products, marketers are recommended to present item information before price information, unless a price dis-

count is offered, in which case the price should be presented first.

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Hu, Albert G. Z., Li, Yin & Zhang, Qilong. forthcoming. "The role of the state and the intensification of R&D in China: evidence from large and medium-sized Chinese manufacturing firms". *Economics of Innovation and New Technology*.

Abstract: We investigate the role of the state in the R&D intensification of China's manufacturing industries. Using a data set that spans the population of large and medium-sized Chinese manufacturing firms from 2007 to 2016, we find evidence of two distinct models of technological innovation in China: state-owned enterprises that invest heavily in R&D and actively seek patents, which are not related to their economic performance; non-state-owned enterprises have been narrowing the gap with the state-owned enterprises in R&D spending, which boosts their economic performance, but these enterprises lag behind state-owned enterprises in patenting. The non-state model has seen its share of China's R&D spending increasing at the expense of the state model, and government grants for firm R&D are partial to obtaining patents. All of this has taken place as Chinese manufacturing industries are becoming more competitive and less export-oriented.

Paper: [https://](https://doi.org/10.1080/10438599.2023.2294906)

doi.org/10.1080/10438599.2023.2294906

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Hu, Z., Kwan, H. K., Li, J., & Zhang, Y. . 2024. "Dealing with negative mentoring experiences: The roles of 'can-do' and 'reason-to' factors". *Asia Pacific Journal of Human Resources*. 62, 1, e12387.

Abstract: Academics and practitioners have long worked to reduce negative mentoring experiences. Drawing on social cognitive theory and expectancy-value theory, we examined the link between mentors' perceived organizational support and proteges' negative mentoring experiences, shedding light on the mediating effect of mentoring self-efficacy and the moderating effect of mentors' self-enhancement motives. Results based on data from 260 proteges and 214 mentors in Chinese organizations supported our proposed hypotheses. Mentoring self-efficacy mediated the negative relationship between mentors' perceived organizational support and proteges' negative mentoring experiences. In addition, mentors' self-enhancement motives intensified

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both the negative relationship between mentoring self-efficacy and negative mentoring experiences and the indirect impact of mentors' perceived organizational support on proteges' negative mentoring experiences via mentoring self-efficacy. A discussion of the theoretical and managerial implications of these findings is included.

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Huang, Sheng, Maharjan, Johan and Nanda, Vikram. 2024. "Liquid Stock as an Acquisition Currency". *Journal of Corporate Finance*. (A*) 85, 102562.

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Khan, A. N., Mehmood, K., & Kwan, H. K.. 2024. "Green knowledge management: A key driver of green technology innovation and sustainable performance in construction organizations". *Journal of Innovation and Knowledge*. 9, 100455.

Abstract: The primary objective of this research is to examine the effects of green knowledge management (GKM) on green technological innovation (GTI) and sustainable performance in construction firms. The study also investigates the role of artificial intelligence (AI) as a moderator of the relationship between GKM and green human capital (GHC). A survey questionnaire was used to obtain data from 309 construction firms in Pakistan, and the AMOS-24 and SPSS PROCESS macro software packages were used to test the hypotheses. The findings revealed that GKM had significant positive impacts on GTI and long-term performance. Aspects of GIC (e.g., green structural capital, green relational capital, and green human capital) were found to be significant mediators of GKM and GTI interactions and correlations between GKM and sustainable performance. Furthermore, the study showed that AI significantly influenced the relationship between GKM and GHC. The study's findings have important theoretical and practical implications for organizations and governments. The study theoretically contributes to the knowledge-based view of the firm by providing empirical evidence of the role of various GIC characteristics as mediators in the interactions between GKM, GTI, and sustainable performance. In practice, the findings suggest that firms can improve GTI and sustainable performance by investing in GKM and GIC.

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Liu, X., Wu, L.-Z., Ye, Y., & Kwan, H. K.. 2024. "Are humorous frontline employees hotels' secret weapons? Investigating when and why employee sense of humor promotes service performance". *International Journal of Hospitality Management*. (A*) 118, 103667.

Abstract: Despite the growing efforts devoted to exploring humor, the extant humor literature neglects the impact of employee sense of humor in the workplace, especially in the hospitality industry, an important yet understudied context. Based on person-environment fit theory, our research examines why and when employee sense of humor can influence frontline hospitality employees' service performance. Our multi-wave research of 232 frontline hospitality employees in two Chinese hotels unveils that employee sense of humor promotes service performance by enhancing person-service job fit. Moreover, customer contact frequency strengthens the direct impact of employee sense of humor on person-service job fit and the indirect effect of employee sense of humor on service performance through person-service job fit. Our research underlines the pivotal role of humorous frontline employees in hospitality organizations.

Contact: kwanhokwong@ceibs.edu

Liu, Z., Ouyang, X., Kim, T.-Y., & Chen, Y. . forthcoming. "Workplace Status Differences and Proactive Behaviors: The Role of Perceived Insider Status and Promotion Criterion". *Journal of Occupational and Organizational Psychology*.

Abstract: Status difference is prevalent within working groups, profoundly influencing employees' perceptions and behaviours towards coworkers and their groups. Despite this ubiquity, exploring the effects of status difference within groups remains relatively underexamined. Drawing on social identity theory, this study examined how and when horizontal status difference (i.e., status comparison between a focal employee and his/her peers) and vertical status difference (i.e., status comparison between a focal employee and his/her leader) influence employees' perceived insider status and proactive behaviour. Results from 421 employees across 113 working groups indicated that horizontal status difference was positively related to perceived insider status, but vertical status difference had a curvilinear effect on perceived insider status. Furthermore, perceived insider status significantly mediated the impact of horizontal and vertical status differences on proactive behaviour. We also demonstrated that promotion criteria significantly moderated the relationship between horizontal status difference and perceived insider status; in particular, this relationship was stronger when organizations used a relative rather than an absolute promotion criterion.

Paper: <https://doi.org/10.1111/joop.12488>

Contact: tykim@ceibs.edu

Prashantham, Shameen and Woetzel, Lola. 2024 May. "To Create a Greener Future, the West Can't Ignore China". *Harvard Business Review*. (FT50) 102, 3, 104-113.

Abstract: Fighting climate change is a promising area for engagement between Western companies and China. However, geopolitical strains, the disruption of business relationships by the Covid pandemic, and domestic Chinese policies all make engagement complex. In this article the authors examine the complexities of the current climate-change opportunities in China and present practical strategies for businesses ready to enter the market. There is a twofold opportunity, they explain. First, China offers a vast market for Western-developed solutions. The Chinese government has set ambitious targets, aiming to achieve carbon neutrality by 2060. That goal creates significant opportunities for firms with cutting-edge technologies. Second, businesses have an opportunity to integrate China's own advances in climate-related technology. The authors go on to outline four strategies, all of which involve partnering in some way. They advise companies to make sustainability a global theme, to join or form coalitions to find safe spaces for technological development, to forge partnerships with local companies for market access, and to insource technology.

Contact: sprashantham@ceibs.edu

Tong, Jamie Y. and Zhang, Feida. 2024 Mar. "Do Capital Markets Punish Managerial Myopia? Evidence from Myopic Research and Development Cuts". *Journal of Financial and Quantitative Analysis*. (FT50) 59, 2, 596-625.

Abstract: The literature provides conflicting arguments and mixed results regarding whether capital markets punish managerial myopia. Using managers cutting research and development (R&D) investments to meet short-term earnings goals as a research setting, this study reveals that capital markets penalize managerial myopia, especially for firms with high investor sophistication.

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Moreover, the negative market reactions to managerial myopia are weaker for firms with overinvestment problems than for those without such problems. Overall, the results support the notion that security markets are not shortsighted. In further analysis, we document that compensation, especially earnings-based compensation, may cause managers to behave myopically. Our study contributes to the literature, reconciling previously mixed findings by capturing managers' myopic behavior in a more targeted way and showing that markets punish myopic R&D cutting.

Paper: <https://www.cambridge.org/core/journals/journal-of-financial-and-quantitative-analysis/article/do-capital-markets-punish-managerial-myopia-evidence-from-myopic-research-and-development-cuts/B1719CF4510295E1E289E1014979B491>
Contact: feidazhang@ceibs.edu

Wang, J., Kim, T.-Y., Bateman, T., Yuan, J., & Tang, G.. forthcoming. "Proactivity and Employee Ambidexterity: The Moderating Effects of Paradoxical Supervision and Job Autonomy". *Journal of Organizational Behavior*. (A*).

Abstract: Paradox theory suggests that contradictory demands, like applying current work methods while exploring new ones, should be viewed as dualities with competing and complementary aspects. It advocates for employee ambidexterity, where employees must manage exploitation and exploration. We know little about how personal dispositions affect ambidexterity independently or when interacting with situational factors. Based on a time-lagged survey of 364 employee-supervisor pairs from 74 R&D teams, we found that proactive disposition was positively related to ambidexterity, enhancing creativity. Guided by trait activation theory, we found further that paradoxical supervision and job autonomy enhanced the relationship between proactive disposition and employee ambidexterity and the indirect effect of proactive disposition on creativity via ambidexterity. We discuss these findings' theoretical and practical implications, extending the literature on proactivity, ambidexterity, and paradox theory.

Paper: <https://doi.org/10.1002/job.2786>
Contact: tykim@ceibs.edu

Wang, Q., Zhou, H. and Zhao, X. . 2024. "The role of supply chain diversification in mitigating the negative effects of supply chain disruptions in COVID-19". *International Journal of Operations & Production Management*. 44, 1, 99-132.

Contact: xiande@ceibs.edu

Wang, Renxuan, Wang, Xuewu and Yan, Zhipeng. 2024 Apr. "How High ESG Ratings Affect Stock Market Responses to Earnings Surprises". *Finance Research Letters*. 62, 105131.

Abstract: Using a broad sample of earnings announcements by firms with available Thomson Reuters Refinitiv ESG ratings data, we find more pronounced stock market reaction to earnings announcements by firms with higher ESG ratings. We interpret this as evidence consistent with the information credibility hypothesis as opposed to the information preemption hypothesis. We further examine the stock market response to negative earnings news and find that the stock market responds more favorably to negative earnings news for firms with higher ESG ratings, consistent with the resiliency hypothesis of such firms. Finally, we investigate how ESG ratings interact with institutional ownership to shape the stock market response to earnings news. We find that firms with higher ESG ratings appeal more to long-term institutional investors who are less likely to trade around short-term earnings news. This in turn leads to more muted stock reaction at announcement times. Our findings highlight important economic

benefits of sound ESG practices.

Paper: <https://www.sciencedirect.com/science/article/pii/S1544612324001612>
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Yang, J., Zhang, W. and Zhao, X. . 2024 Apr. "How can suppliers strategically involve downstream manufacturers in research and development collaboration? A knowledge spillover perspective". *European Journal of Operational Research*. (A*) 314, 1, 122-135.

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

Yin, Shimeng, Ying, Hao, Yan, Fangxu, Zhao, Xiande and Chen, Lujie. forthcoming. "Collaborative supply chain finance based on transaction cost theory: a multiple case study in the POF scenario". *International Journal of Logistics Research and Applications*.

Abstract: In traditional supply chains, downstream distributors of core companies often face significant cash pressure and market uncertainty. In this case, purchase order finance (POF), as an important form of supply chain finance (SCF), plays a vital role in addressing these challenges by providing loan support to financially constrained companies during the ordering stage. To gain more empirical insights into SCF in the POF scenario, this study conducts an in-depth case analysis of the collaborative POF services between three banks and one Chinese core manufacturing enterprise. Based on the results, we identified the collaborative details (goal congruence, information sharing, resource sharing, and synchronised decision-making) and the impacts of the digital investment of banks. The main conclusions of this study have certain reference values for banks in establishing digital capabilities and for core companies in making SCF-related decisions.

Paper: <https://doi.org/10.1080/13675567.2024.2311204>
Contact: xiande@ceibs.edu

Zheng, Yilong, Wang, Qi, and Park, Chang Hee. forthcoming. "Friend or Foe? The Impact of Refurbished Products in Markets with Network Effects and Standards Competition". *Journal of Operations Management*. (FT50).

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Zhang, Yiyang, Peng, Xiaosong (David), Zhao, Xiande and Lei,

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Yang, forthcoming. "An Empirical Investigation of Manufacturers' Operations Innovations in New Product Development Enabled by E-Commerce Platforms". *Production and Operations Management*. (FT50).

Abstract: E-commerce platforms are playing an increasingly important role in influencing manufacturers' supply chain and product decisions. An emerging supply chain innovation, known as the platform-based consumer-to-manufacturer (PC2M) model, has been initiated by several large e-commerce platforms based on established digital links between consumers and manufacturers. These links enable consumer inputs into manufacturers' operations, indirectly by capturing consumer preferences from platform-accumulated big data and directly by enabling consumer interaction with manufacturers through the e-commerce platform. Although manufacturers are increasingly integrating PC2M into new product development (NPD), there is little research on operations innovations in connection with the PC2M model and its impact on manufacturers' new product success. To fill this research gap, we investigate the PC2M model of JD.com, a leading e-commerce platform in China that launched the PC2M model in 2018. We first identify two uses of PC2M by manufacturers to facilitate product development—platform-enabled big data analytics (PBA) and platform-enabled simulated product trials (PST)—and explore how PC2M enables operations innovations in NPD. Next, drawing on the knowledge-based view, we develop research hypotheses and empirically examine whether PC2M adoption improves new product performance using a large-scale, transactional dataset from JD.com. Through a series of carefully executed analyses, our study consistently finds that use of either PBA or PST in manufacturers' NPD processes improves new product performance. We also explore how these effects vary across product types and markets with varying new product introduction rates. The findings offer important managerial insights for improving new product success in today's data-rich environment.

Paper: <https://journals.sagepub.com/doi/10.1177/10591478231224958>

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Trade Journal Articles

Xin, K. R. & Yan, J.. 2024 Jan. "Dancing with Clients 《与客户共舞》". *Business Review*. 5.

Contact: katherinexin@ceibs.edu

Xin, K. R. & Yan, J.. 2024 Feb. "Becoming Next-level User-centered Enterprise 《成为新一代用户企业》". *Business Review*. 5.

Contact: katherinexin@ceibs.edu

Newspaper/Media Articles

Fang, Yue. 2024 February 26. 人工智能如何重塑人类就业. *经济观察报*.

Contact: fyue@ceibs.edu

Wang, Hong. 2024 Jan 8. 中欧国际工商学院汪泓：做好医疗服务

效率和质量的平衡成为医疗体系建设关键. *经济观察网*.

Contact: whong@ceibs.edu

Wang, Hong. 2024 Jan 8. 对话中欧国际工商学院院长汪泓：积极拥抱AI新技术 期待智慧医疗产业新突破. *21世纪经济报道*.

Contact: whong@ceibs.edu

Wang, Hong. 2024 Jan 8. 老龄化背景下 智慧医疗如何赋能健康产业发展? . *第一财经*.

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Wang, Hong. 2024 Jan 17. 提信心、强科技、更开放……2024中国经济破浪前行离不开这些关键词. *文汇报*.

Contact: whong@ceibs.edu

Wang, Hong. 2024 Jan 22. 两会之声 | 上海市十六届人大二次会议举行预备会，代表们准备就绪. *澎湃新闻*.

Contact: whong@ceibs.edu

Wang, Hong. 2024 Jan 23. 上海两会声音：人大代表热议上海新质生产力如何发展. *第一财经*.

Contact: whong@ceibs.edu

Wang, Hong. 2024 Jan 23. “外面冷，心里是热的！”上海两会开幕，人大代表最关心这些问题. *上观新闻*.

Contact: whong@ceibs.edu

Wang, Hong. 2024 Jan 23. 上海市人大代表汪泓：要高度重视提高上海独角兽企业创新价值. *界面*.

Contact: whong@ceibs.edu

Wang, Hong. 2024 Jan 23. 上海市人大代表、中欧国际工商学院院长汪泓：建议多措并举优化上海科技型企业融资支持. *上海证券报*.

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Wang, Hong. 2024 Jan 23. 全球第五！上海科创中心建设下一步该如何发力？上海市人大代表汪泓支招！. *上海证券报*.

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Wang, Hong. 2024 Jan 24. 帮扶加力，引导投身新行业新模式. *解放日报*.

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Wang, Hong. 2024 Jan 24. “城镇新增就业55万人以上”，新的一年，上海如何实现这个“小目标”. *上观新闻*.

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Wang, Hong. 2024 Jan 27. “揭榜挂帅”这么火，实际揭榜数却不到发榜项目一半，怎么办? . *上观新闻*.

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Wang, Hong. 2024 Jan 26. China in the Global Economy: What's behind the rise of China's booming cruise economy?. *CGTN*.

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Wang, Hong. 2024 Mar 6. 高端访谈】中欧国际工商学院院长汪泓：用知识的力量，勇往无前，乘风破浪. *金融投资报*.
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Wang, Hong. 2024 Mar 6. 高端访谈】中欧国际工商学院院长汪泓：用知识的力量，勇往无前，乘风破浪. *金融投资报*.
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Books/Monographs

Lee, Siew Kim Jean. 2024. *Organizational Behaviors(4th edition)组织行为学（第四版）*. Tsinghua University Press（清华大学出版社）.
Contact: jeanlee@ceibs.edu

Prashantham, Shameen. 2023. *与猩猩共舞：巨头与初创公司合作指南*. 机械工业出版社.
Contact: sprashantham@ceibs.edu

Xu, Bin. 2024. *International Trade, 2nd edition（《国际贸易》第二版）*. Peking University Press（北京大学出版社）.
Contact: xubin@ceibs.edu

Cases

Chen, Shaohui, Zhang, Chi and Han, Weijun. 2024. "东方甄选：孙东旭还是董宇辉？". CI-424-002.
Contact: csophie@ceibs.edu

Chen, Shimin, Zhang, Chi and Zhao, Liman. 2024. "第一章：书稿绪论". CI-024-005.
Contact: cshimin@ceibs.edu

Guo, Wei and Cao, Zhijing. 2024. "宝尊：电商服务龙头的转型升级". CI-324-007.
Contact: weivivian.guo@ceibs.edu

Han, Jian, Wang, Chu and Zhu, Qiong. 2024. "英杰电气：业务发展中的组织管理难题". CI-424-016.
Contact: jianhan@ceibs.edu

Liang, Neng and Du, Yingjia. 2024. "耐克2004：空降兵CEO为什么失败？". CI-324-017.
Contact: liangneng@ceibs.edu

Rui, Meng and Gong, Ming. 2024. "由历史，向未来：水井坊的ESG探索之路". CI-724-010.
Contact: oliver@ceibs.edu

Rui, Meng, Zhu, Qiong and Liu, Xinjie. 2024. "Hobolite：携带ESG基因". CI-724-018.
Contact: oliver@ceibs.edu

Yang, Wei and Zhu, Qiong. 2024. "值得买：产业变革中的平台战略突围". CI-324-008.
Contact: wyang@ceibs.edu

Wang, Gao, Lin, Yanan and Cao, Zhijing. 2024. "五年磨一剑：眠花糖科技从研发走向市场的挑战". CI-524-009.
Contact: wgao@ceibs.edu

Zhou, Dongsheng. 2024. "领航基因：领先技术破解临床难题". CI-324-019.
Contact: zdongsheng@ceibs.edu

Awards and Honors

Bai, Guo. 2024. Co-authored case "Zhiyuanhui's Digital Innovation: Technology First or Scenario First?" win the First Prize of 2023 Global Contest for the Best China-focused Cases.
News: https://www.chinacases.org/anon/news/anon_news_main/anonNewsMain.do?meth-od=listview&fdId=18ec09bc40d07592bc4faf54f8fb390a&docCategoryId=15268313729b7388a323bdc4393895a0&lang=en-US

Chen, Jieping, Chen, Shimin, Chen, Weiru, Erkens, David Hendrik, Ding, Yuan, Farh, Jiing-Lih, Larry, Kwan, Ho Kwong, Kim, Tae-Yeo, I Ramasamy, Bala, Prashantham, Shameen, Xin, Katherine Rong, Xu, Bin, Yu, Fang, Zhao, Hao and Zhao, Xiande. 2024. 2023 Highly-Cited Chinese Researchers released by world-leading academic publisher Elsevier.
News: <https://www.ceibs.edu/media/news/awards-honors/24802>

Chen, Shimin. 2024. Co-authored case "King's Flair International: Managing Supplier's Crisis in Virtual Manufacturing" won the First Prize of 2023 Global Contest for the Best China-focused Cases.
News: https://www.chinacases.org/anon/news/anon_news_main/anonNewsMain.do?meth-od=listview&fdId=18ec09bc40d07592bc4faf54f8fb390a&docCategoryId=15268313729b7388a323bdc4393895a0&lang=en-US

Ding, Yuan, Han, Jian and Wang, Yajin. 2024. Co-authored case "Ups and Downs: Diageo's Adventure in China's Traditional Liquor Market" win the Second Prize of 2023 Global Contest for the Best China-focused Cases.
News: https://www.chinacases.org/anon/news/anon_news_main/anonNewsMain.do?meth-od=listview&fdId=18ec09bc40d07592bc4faf54f8fb390a&docCategoryId=15268313729b7388a323bdc4393895a0&lang=en-US

Lee, Byron Yee Sing. 2024. Co-authored case "Dialogue in

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the Dark (DiD) China: Managing Diversity through Lessons 'in the Dark'. won the First Prize of 2023 Global Contest for the Best China-focused Cases.

News: https://www.chinacases.org/anon/news/anon_news_main/anonNewsMain.do?meth-od=listview&fdId=18ec09bc40d07592bc4faf54f8fb390a&docCategoryId=15268313729b7388a323bdc4393895a0&lang=en-US

Fang, Yue. 2024. Co-authored case "Chi Forest: Taking on Coca-Cola" win the First Prize of 2023 Global Contest for the Best China-focused Cases.

News: https://www.chinacases.org/anon/news/anon_news_main/anonNewsMain.do?meth-od=listview&fdId=18ec09bc40d07592bc4faf54f8fb390a&docCategoryId=15268313729b7388a323bdc4393895a0&lang=en-US

Prashantham, Shameen. 2024. Co-authored case "Allbirds China: Sustainable Footprints into an Emerging Market" win the Second Prize of 2023 Global Contest for the Best China-focused Cases.

News: https://www.chinacases.org/anon/news/anon_news_main/anonNewsMain.do?meth-od=listview&fdId=18ec09bc40d07592bc4faf54f8fb390a&docCategoryId=15268313729b7388a323bdc4393895a0&lang=en-US

Tsai, Soo-Hung Terence. 2024. Co-authored case "Sleep No More in Shanghai: Disrupting Performing Arts Market" win the Second Prize of 2023 Global Contest for the Best China-focused Cases.

News: https://www.chinacases.org/anon/news/anon_news_main/anonNewsMain.do?meth-od=listview&fdId=18ec09bc40d07592bc4faf54f8fb390a&docCategoryId=15268313729b7388a323bdc4393895a0&lang=en-US

Wang, Gao. 2024. Co-authored case "FILA: The Rapid Rise of a Fashion Sports Brand in China" win the Second Prize of 2023 Global Contest for the Best China-focused Cases.

News: https://www.chinacases.org/anon/news/anon_news_main/anonNewsMain.do?meth-od=listview&fdId=18ec09bc40d07592bc4faf54f8fb390a&docCategoryId=15268313729b7388a323bdc4393895a0&lang=en-US