

China Europe International Business School (CEIBS)

http://www.ceibs.edu/index_en.shtml

I . Introduction to Disciplines and Main Research Fields

CEIBS is a non-profit joint venture established by Shanghai Government and the European Union (EU) under an agreement between the Ministry of Foreign Trade and Economic Cooperation (MOFTEC, now called The Ministry of Commerce) and the European Commission. As a professional Higher Educational Institute for training international senior management leaders, CEIBS launched the first full-English teaching full-time MBA program, and EMBA and Executive Education programs on the Chinese mainland. With the approval of Shanghai Jiao Tong University, CEIBS officially began a PhD program in 2015. Up to April 2015, CEIBS has more than 16,000 alumni across China and around the world, among which 52% are from EMBA, 21% from MBA, 1% from FMBA, and 26% from Executive Education. CEIBS has also provided management training to more than 100,000 Executives.

CEIBS' faculty and research staff is currently concentrated in five subject areas: Economics/Decision Science, Finance/Accounting, Strategy and Entrepreneurship, Organizational Behavior and Human Resource Management, and Marketing.

Subjects	Research Fields
Economics/ Decision Science	Chinese Economy, Health Economics, Supply Chain Management, Service Operations, and Statistics and Decision-making.
Finance/ Accounting	Behavioral Finance, Mutual Funds, Quantitative Investment, Corporate Fraud, International Accounting, Earnings Management, and Corporate Governance.
Strategy and Entrepreneurship	Platform Strategy, Competitive Dynamics, Organizational Turnaround, The Senior Management Team, Governance and Succession Planning, and How to Achieve Growth Through Innovation and International Expansion.
Organizational Behavior and Human Resource Management	Cross-cultural Studies, Leadership and Human Resources Management, Multinational Management, Leadership Development and Executive Career Management in China, Cross-cultural Psychology, Family Business, Team Performance, Organizational Culture, and Negotiations Science.

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Subjects	Research Fields
Marketing	Competing Business Model Innovation, Digital and Social Media, Consumer Spending Behavior and Mental Accounting, Sustainable Business and Brand Management Strategy, Judgment and Decision-making Behavior, and China's Strategy of Multinational Companies.

II . Faculty

1. Overview of Faculty

CEIBS has an outstanding faculty team with 45 full-time professors, nine full-time associate professors and eight full-time assistant professors. The CEIBS faculty is an esteemed group of scholars that provides a rich source of international experience in professional management and practice for many of the world's Top 500 companies, and most faculty hold PhDs from world-class universities.

2. Renowned Professors

No	Name	Title	Research Field
1	CHEN Jieping	Professor of Accounting; Zhongkun Group Chair of Accounting; Associate Dean; Director of CEIBS EMBA Program	* Corporate Governance * Accounting and Auditing Issues in China *International Accounting * Accounting Theory and Regulations
2	CHEN Shimin	Professor of Accounting; Associate Dean; Director of CEIBS MBA Program	* Capital Markets Based Accounting Research *Management Control Systems * Accounting and Financial Reporting in China
3	DING Yuan	Vice President and Dean; Professor of Accounting; Cathay Capital Chair in Accounting	* Intangibles * International Accounting Harmonization * Earnings Management and Accounting Fraud * Analyst Forecasts * Corporate Governance Issues *IPO Issues * FDI *Accounting Reform in China
4	KIM Tae-Yeol	Professor of Organizational Behavior and Human Resource Management	* Organizational Justice * Cross-cultural Psychology * Creativity * Leadership * Employee Proactivity *Person-Environment Fit

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No	Name	Title	Research Field
5	LEE Jean S K	Professor of Management; Michelin Chair Professor in Leadership and HR; Director, CEIBS Leadership Behavioral Laboratory; Co-Director, CEIBS Centre for Family Heritage; Programme Director of the Next Generation Programme	*Corporate Culture *Women in Management *Leadership *Human Resource Management *Family Business
6	LIANG Neng	Professor of Management; Director of CEIBS Case Development Centre; Programme Co-Director of CEIBS-Wharton Programme Corporate Governance and Board of Directors	*Corporate Governance in China *Executive Career and CEO Succession *Judgment and Managerial Decision Making
7	MEYER Klaus E.	Professor of Strategy and International Business; Vice President, Academy of International Business; Director of CEIBS Research Centre for Emerging Market Studies	* Strategies of Foreign Investors in Emerging Economies * Multinational Enterprises from Emerging Economies *The Role of Multinational Enterprises in Society
8	RAMASAMY Bala	Professor of Economics	* Asian economies * Foreign Direct Investment*Corporate Social Responsibility *International Business Strategy
9	RUI Meng	Professor of Finance and Accounting; Director IESE-CEIBS Coordinated Ph. D. Programme; Co-Director CEIBS Centre for Family Heritage; Director of CEIBS-World Bank China Centre for Inclusive Finance	*Corporate Governance *Stock Markets in China * Corporate Finance * Mergers and Acquisitions
10	VELAMURI, S. Ramakrishna	Professor of Entrepreneurship; Department Chair (Strategy and Entrepreneurship), CEIBS Academic Director of the Centre for Entrepreneurship and Investment	*The role of values in the creation of value; * Opportunity recognition, evaluation, and exploitation * Characteristics and processes of high growth organizations

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No	Name	Title	Research Field
11	WANG Gao	Professor of Marketing; Associate Dean; Co-Director of Centre for Globalization of Chinese Companies, CEIBS Programme Director of CEIBS Chief Marketing Officer (CMO) Programme; Programme Co-Director of TSEM-CEIBS-HBS Joint Senior Executive Programme for China	* Branding Strategy * Customer Strategy * Business Model Innovation * E-commerce in China * Consumer Buying Behavior
12	WU Jinglian	Senior Research Fellow, Development Research Centre of the State Council of P. R. C.; Deputy Director, Advisory Committee for State Informatization; Deputy Director, Committee for State Planning; Member, Advisory Committee to the State Council of Medical and Healthcare System Reform; Baosteel Chair Professor of Economics at CEIBS; Honorary President, International Economic Association (IEA)	* Theoretical Economics * Comparative Institutional Analysis * Theory and Policy of the Economic Reform in China
13	XIN Katherine R	Professor of Management; Bayer Chair in Leadership; Co-Director of Centre for Globalization of Chinese Companies	* Leadership * Strategic Human Resource Management * Organizational Culture * Top Management Teams * Change Management
14	XU Bin	Professor of Economics and Finance; Associate Dean (Research)	* The Global and Chinese Economy * Multinational Enterprises in China * Trade and Finance Issues of Emerging Markets
15	XU Dingbo	Professor of Accounting; Essilor Chair of Accounting; Associate Dean; Member, Management Committee	* Coordination and Communication in a Decentralized Management System * Incentive Issues in Management Accounting * Cost Management * The Role of Financial Disclosure in Capital Markets and the Role of Credit-ratings
16	XU Xiaonian	Professor of Economics and Finance; Santander Chair in Economics and Finance	* Macroeconomics * Finance * Financial Institutions and Financial Markets * Transitional Economies * China's Economic Reform

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No	Name	Title	Research Field
17	ZHANG Yimin	Professor of Finance; Department Chair (Finance and Accounting)	* RMB Exchange Rate * Industrial Economics
18	ZHAO Xiande	Professor of Operations and Supply Chain Management; Director, Centre for Innovations in Supply Chains and Services; Co-Director, CEIBS Centre for Automotive Research	* Supply Chain Management *Operations Management * Service Innovation and Design
19	ZHU Tian	Professor of Economics; Department Chair (Economics and Decision Sciences)	* Theory of the Firm * Economic Development *China's Economy
20	ZHU Xiaoming	Professor of Management; Zhongtian Chair in Management	* Foreign Trade & Foreign investment *Corporate Management *Service Economy

III. Achievements

Between 2009-2014, CEIBS hosted three programs for the National Natural Science Foundation of China and CEIBS faculty published 137 articles in top prestigious FT40/45 and A * international journals. These include the *Journal of Business Ethics*, *Journal of Applied Psychology*, *Sloan Management Review* (MIT), *Organizational Behavior and Human Decision Processes*, and *Strategic Management Journal* as well as other leading academic journals. Ten current CEIBS professors are among the list of the world's 27 most cited Chinese researchers when it comes to Business Management and Accounting, according to Elsevier, a world-leading provider of scientific, technical, and medical information products and services which publishes many of the top journals. Five are in the Top Ten. If former faculty were included, CEIBS would take 10 out of the 27 spots.

IV. International Collaboration

CEIBS is committed to academic exchanges with overseas schools, and has launched a multi-faceted, substantive cooperation with Tufts University, Johns Hopkins University, Cornell University, IESE Business School and many other well-known universities. We also offer a number of study tour opportunities abroad for students, including three new MBA elective modules in France (luxury retail), Japan (emerging business models and trends), and the US (business environment and network). We also collaborate with IESE Business School to enable CEIBS EMBA students to choose to study at any campus of IESE Business School worldwide to obtain a double degree.

(1) Student Exchange Programs

MBA Overseas Exchange Partners:

Haas School of Business, UC Berkeley, USA; Anderson School of Management, UCLA, USA; Darden School of Business, University of Virginia, USA; Cox School of Business, Southern Methodist University, USA; Fuqua School of Business, Duke University, USA; Johnson Graduate School of Management, Cornell University, USA; Kelley School of Business, Indiana University, USA; Kellogg School of Management, Northwestern University, USA; Kenan-Flagler Business School, University of North Carolina, USA; Leonard N. Stern School of Business, New York University, USA; McCombs School of Business, University of Texas at Austin, USA; Ross School of Business, University of Michigan, USA; Tuck School of Business at Dartmouth, USA; The Fletcher School, Tufts University, USA; The Wharton School, University of Pennsylvania, USA; London Business School, The University of London, UK; Manchester Business School, University of Manchester, UK; Rotterdam School of Management, Erasmus University, the Netherlands; University of St. Gallen, Switzerland; ESADE, Spain; IESE Business School, University of Navarra, Spain; Nanyang Business School, Nanyang Technological University, Singapore; WASEDA University, Japan; SDA Bocconi School of Management, Bocconi University, Italy; Indian School of Business, India; HEC Paris, France; INSEAD, France; The Hong Kong University of Science and Technology, Hong Kong, China; The Chinese University of Hong Kong, Hong Kong, China; Queen's School of Business, Queen's University, Canada; Rotman School of Management, University of Toronto, Canada; Sauder School of Business, University of British Columbia, Canada; Schulich School of Business, York University, Canada; Melbourne Business School, University of Melbourne, Australia

(2) Joint Education Programs

CEIBS-Fletcher School MBA/MALD Coordinated Program

CEIBS-Cornell MBA/MMH Coordinated Program

CEIBS and Johns Hopkins Bloomberg School of Public Health MBA/MPH Coordinated Program

CEIBS-IESE Dual Degree World EMBA Program

V. Platforms for Scientific Innovation

CEIBS has nearly 20 Research Centers, including:

Arts & Cultural Studies; Automotive Research; Case Development Centre; Centre for Globalization of Chinese Companies; Center for Innovations in Supply Chains and Services (CISCS); CEIBS-World Bank China Centre for Inclusive Finance; China Service Outsourcing Center; China Innovation; Chinese Private Enterprises; Entrepreneurship and Investment; Healthcare Management and Policy; Center for Family Heritage; Leadership and Responsibility; Leadership Behavioral Laboratory; Lujiazui Institute of International Finance;

Research Center for Emerging Market Studies; Service Economic Research; Shanghai Institute of Digitization and Internet Finance; Research Center for Art Humanites; Pratt &whitney Financial Center in China between China and the World Bank; Supply Chain and Service Innovation Center.

VI. Distinguished Alumni

XU Hang, Chairman, Mindray Medical International, EMBA2002

HUANG Nubo, Chairman of Beijing Zhongkun Investment Group, EMBA1996

LIU Qiangdong, Founder & CEO, Jingdong Mall, EMBA2009

CAI Mingpo, President, Managing Partner, Co-Founder, and Chairman at Cathay Capital Private Equity, EMBA2004

WANG Xuning, Chairman/President at Joyoung, EMBA2001