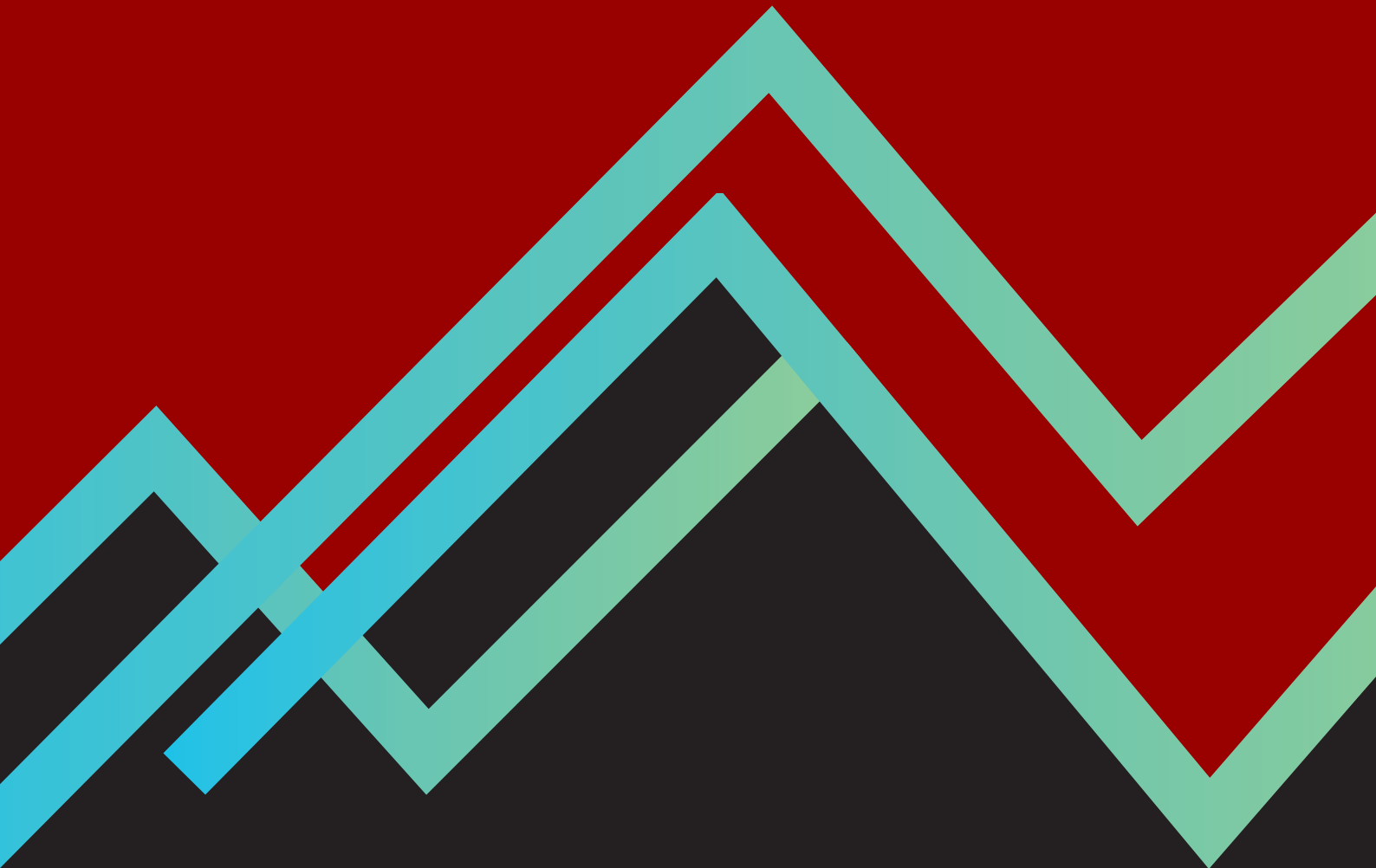


Case Studies on China Business

ONE-WEEK ONLINE COURSE

January 9 – 13, 2023

Guanghua School of Management, Peking University



BACKGROUND

As China has continued to deepen its market reforms and integrate with the international business community, its economy has served as a significant engine of global growth. The rapid development of China's economy and society has led to the emergence of world-class enterprises and spurred the formation of new business models that drive innovation and create new potential for improving people's livelihoods. Understanding the business practices of these China-born enterprises offers international business faculty an opportunity to introduce fresh material into their curriculum and expose students to new perspectives on business and economic development. In this course, faculty from Peking University's Guanghua School of Management--long a trusted partner of China's business community--will provide context on China's macro-level economic environment and share the experience of Chinese enterprises using case studies.

ACADEMIC DIRECTOR



Zhang Ying

Professor of Marketing Strategy & Behavioral Science
Associate Dean, Guanghua School of Management
Director, PKU Center for Management Case Studies

Welcome to Guanghua's "Case Studies on China Business" course! Over the past 40+ years, China's economic development has captured the attention of the world and attracted interest from global business executives, investors, and academic researchers alike. What are the underlying drivers of China's rapid economic development? How can companies benefit from this economic development? What are additional sources of potential future growth? What lessons can be derived from China's new industrial economy? In this course, we will answer these questions by analyzing case studies to help you, our fellow educators, to understand the business opportunities in China's new industrial economy, update your course curriculum, and diversify your research content.



PROGRAM HIGHLIGHTS

ON-THE-GROUND PERSPECTIVE

In this course, we will provide our internationally-based peers with a rigorous analysis of business practices and strategies that have been successfully employed by Chinese enterprises and will offer an overview of the political, social, and cultural factors that have shaped these approaches. Incorporating this content into course curriculum provides business students with diverse perspectives critical to their success in the dynamic global business environment.

CASE-STUDY APPROACH

Case study analysis is one of the most effective ways to learn and serves as an important empirically-based research tool for combining theory and practice in teaching. A global standard for business education, these cases can be easily included into existing course curriculum.

ONLINE FORMAT

As an online program covering 5 topics and 8+ case studies related to areas such as Finance, Marketing, Innovation, and Digitalization. Participants can log on from anywhere!

PROGRAM OVERVIEW

Program Dates: January 9 – 13, 2023 (Standard UTC Time)

Time Commitment: 2-3 hours per day

Language: English

Cost: Free - Peking University will cover the program costs for all admitted applicants

This program is intended for full-time faculty members who are involved with writing case studies, want to incorporate case studies into their teaching, or are interested in Chinese business.

Only applicants nominated by partner institutions will be considered for admission.



Module Name	Module Description	Enterprise Cases
Understanding China: Past and Future	Over a forty-year period, China's real GDP has increased by a factor of 34, lifting more than 800 million people out of poverty. Products that are made in China have increased from 1% of the world's total output to 27%. This module will analyze the Chinese growth story and related macro-level trends, including important efforts to achieve carbon neutrality.	
Digital Marketing in China	This module will give participants a better understanding of the Chinese market, Chinese consumers, and new brands and business models that have emerged. Case studies will be presented on marketing innovation in the digital era, and business trends illustrated by these case studies will be analyzed.	<ul style="list-style-type: none"> • Pinduoduo • Saturnbird Coffee • Tiktok
Lean Operations in Service	How can 2C businesses in the service sector continuously enhance the customer experience through lean management concepts? Keeping customer experience at the core, how can companies reduce costs while allowing new ideals and models to effectively emerge? This module will introduce companies in China seeking these answers.	<ul style="list-style-type: none"> • Genting Resort Secret Garden • Muwu BBQ
Fintech in China	We will introduce the financial practices of enterprises with traditional business models and internet companies, including those in the fields of digital payments and supply chain finance. This module will also include an overview of China's digital financial services infrastructure to lay a foundation for understanding financial innovation in China.	<ul style="list-style-type: none"> • Yu'e Bao (Alipay) • WeChat Pay • Ouyeel (Baowu Steel) • CRC Movables Interest Registry Company
China's Economic Success: A Global Perspective	In this module, we will give an overview of China's modern economic history, including the economic situation before 1978, key milestones between 1978 and 2022, factors contributing to the success of the "reform and opening up" policy, anticipated challenges over the next 20 years, and China's contributions towards global economic prosperity.	

OUR FACULTY



Liu Qiao

Professor of Finance
Dean

Qiao Liu is a Professor of Finance and Dean in the Guanghua School of Management, Peking University. Before he joined Guanghua, Qiao Liu was a tenured faculty member in the Faculty of Business and Economics, University of Hong Kong. Professor Liu received his Ph.D. in Financial Economics from UCLA (2000), an M.A. in International Finance from the Graduate School of People's Bank of China (1994), and a B.S. in Economics and Mathematics from the Renmin University of China (1991). He has published dozens of articles in leading academic journals including *Journal of Financial Economics*, *Journal of Financial and Quantitative Analysis*, *Journal of Accounting Research*, *Management Science*, *Economic Journal*, *Journal of Corporate Finance*, *Journal of Accounting, Auditing, and Finance*, *Financial Analysts Journal*, etc. He has co-edited two books on finance in Asia --- "*Asia's debt capital markets: prospects and strategies for development*" (Springer, 2006); and "*Finance in Asia: A Critical Concept*" (Routledge, 2013). His new book "*Corporate China 2.0: The Great Shakeup*" was published by Palgrave Macmillan in January 2017.

Research interests: Corporate Finance, Empirical Asset Pricing Models, Financial Markets, and Chinese Economy.

Laura Xiaolei Liu is a Professor of Finance and Accounting at Guanghua School of Management, Peking University, is Chair of the Department of Finance, and serves as Director of the Fintech Lab at Guanghua. Before joining Guanghua, Professor Liu taught at Hong Kong University of Science and Technology, where she received tenure. Professor Liu received her PhD from University of Rochester. Her work has been published in leading academic journals including *Journal of Political Economy*, *Journal of Finance*, *Journal of Financial Economics*, *Review of Financial Studies*, *Journal of Monetary Economics*, and *Management Science*.

Research interests: Capital Markets, Empirical Corporate Finance, Fintech



Liu Xiaolei

Professor of Finance

Qiaowei Shen is a Professor of Marketing at Guanghua School of Management, Peking University. Prior to joining Peking University, she was a faculty member at the Wharton School, University of Pennsylvania. Professor Shen received her Ph.D. in marketing from UC Berkeley and her M.A. and B.A. in Economics from Peking University. Her research has been published in top academic journals such as *Marketing Science* and *Management Science* and has been nominated for the John Little Award Finalist in Marketing by the Institute for Operations Research and the Management Sciences (INFORMS).



Shen Qiaowei
Professor of Marketing

Research interests: Empirical Modeling of Firm and Consumer Decision Making, Social Interactions and New Media, and Competitive Marketing Strategy.



Zhai Xin

Associate Professor of
Management Science and
Information Systems

Xin Zhai is an Associate Professor of Management Science and Information System at Guanghua School of Management, Peking University. She received her Ph. D in Operations Management at Krannert School of Management, Purdue University and BA and Master degree at Tsinghua University. Her research has been published in many academic journals such as *International Journal of Production Research*, *International Journal of Management Science*, *Manufacturing and Service Operations Management* and *Advanced Manufacturing Technology*.

Research interests: Operations Management, Service Operations, Supply Chain Management, Green Supply Chain, Joint Transportation-and-Inventory Problem, Operations Strategy, Game Theory, etc.

Xinzhong Xu is a Professor of Finance at Guanghua School of Management, Peking University, and was previously Associate Dean of the Guanghua School of Management and Associate Dean of Peking University's Shenzhen Graduate School. Prior to joining Guanghua in 2002, he held various positions in the UK, including Chair Professor of Finance at Lancaster University Management School, Senior Lecturer at Manchester Business School and Economist at Bank of England. He has published more than 30 articles in leading international and national academic journals such as *Journal of Financial Economics*, *Journal of Financial and Quantitative Analysis*, *Journal of Banking and Finance*, and *Review of Economics and Statistics*. He was the founding president of Chinese Annual Finance meeting and was awarded "the outstanding young scholar" by China National Science Fund Council.



Xu Xinzhong
Professor of Finance

Research interests: Corporate Governance, Behavioral Finance, Derivative Pricing;

PEKING UNIVERSITY

Peking University was established in 1898 as the first state-run comprehensive university in China and has been designated a key national university. The university was ranked the #1 university in Asia and the #12 university in the world in the 2023 QS University Rankings. Peking University involved consistently at pivotal moments throughout China's modern history and is regularly called upon by government to provide interdisciplinary research in support of global development, has been an important promoter of China's modernization process.

GUANGHUA SCHOOL OF MANAGEMENT

Guanghua School of Management drawing on Peking University's essence of traditional history and culture, insisting on freedom of thoughts and inclusiveness, as the main body of business administration discipline at Peking University, has become a flagship of business education in China, and a leading business school in Asia. As an important bridge for international exchange, stands at the forefront of global academic research, Guanghua aspires to explore leading-edge science and knowledge innovation, prepares its students to become global leaders with a China focus, cultivates talents who will lead the world into the future.



APPLICATION PROCESS

The admissions process is highly selective, and candidates will be evaluated based on professional achievements in their academic field and their organizational responsibilities. Only applicants who are nominated by Guanhua's partner institutions will be considered. Applications will be processed on a rolling basis, so we encourage you to apply as early as possible while spaces remain available.

Application Deadline: December 16, 2022

APPLY NOW

Click link: <https://forms.office.com/r/SagatxUbTP>

or

Scan QR code



The application form can be completed in 5 minutes.

Questions?

Contact our team at china-casestudies@gsm.pku.edu.cn.

More information is also available on our website

<https://en.gsm.pku.edu.cn/index.htm>.

*Program details are subject to change; please see our website for most up to date information.