

## How will CEIBS develop in the next five years?



**T**he world of today is undergoing major changes rarely seen in more than a century. Advancements in 5G, artificial intelligence, e-commerce and other areas have made it clear that a new round of scientific and technological change and industrial reform is upon us. The international environment is becoming more complex and evolving with each passing day. Added to this, the effects of COVID-19 have been wide and far-reaching, impacting every aspect of our work and lives.

As competition becomes increasingly fierce, enterprises must seek out new opportunities and new ways of doing business. At the same time, more than ever, we need business leaders with both entrepreneurial spirit and a global perspective. We also need leaders who are capable of adapting to changes and steering their organisations through adversity.

Over the past few years, we have seen more and more CEIBS students and alumni coming from (and moving into) emerging industries. These individuals are highly creative, exceptionally innovative and are paying great

attention to the application of modern management theories and the shaping of core competitiveness. As a result, they are now helping to drive new technologies, new brands and new business models, and bringing new changes to the global business scene.

At the same time, many members of the CEIBS community are now thinking about how they can go beyond business success and have a positive impact on society and the environment. Many are also reporting, for example, that sustainability and good business go hand-in-hand. Recent research conducted by CEIBS faculty has supported this, showing that companies that have improved carbon emissions disclosures generate higher returns – indicating that there is a clear relationship between ‘being green’ and shareholder value.

As a leading business school with a global presence, CEIBS must also keep pace with the times. In line with the school’s mission to educate responsible leaders versed in ‘China Depth, Global Breadth,’ we have worked to ensure that corporate social responsibility (CSR) and sustainability are embedded in our teach-

ing, research and case development. As global management education grows stronger in the East and China's ability to attract business continues to increase, our responsibility to uphold these values will become even greater.

When we think about the future direction of business and management education, there is still room for improvement. One difference between business schools and other universities is the proportion of entrepreneurs amongst their student and alumni populations. Moreover, business schools must operate on the development requirements of the countries and regions in which they reside, understand the growth needs of enterprises, take a leading role in knowledge creation, and promote the application of lessons learned to maximize the value of their contribution to society.

With this in mind, we would like to take this opportunity to share with you our plan for the coming five years as we look to the future.

### Looking Ahead: CEIBS Five-Year Strategic Plan (2021-2025)

How will CEIBS continue to develop in the next five years? Moving ahead, we will focus on implementing eight strategic measures:

**Strengthening CEIBS' position as one of the world's top business schools.** We will continue to benchmark CEIBS against the top class of business schools in the world in order to maintain our spot as a pioneer and a global leader in management education.

**Expanding the school's world-class faculty team.** We will continue to focus on attracting and retaining top scholars and well-known professors from different fields of business research from around the world.

**Developing new signature research areas.** We will continue to develop our '4 + 2 + X' interdisciplinary research areas, covering Management in the Digital Age, Service Excellence, China and the World, CSR/Sustainable Development, Smart Healthcare, Finance and more. At the same time, we will continue to build the world's most influential China-

focused business case library and construct a first-class think tank which can contribute to China, Europe and the world.

**Diversifying our programme portfolio.** We will continue to improve and expand on our degree offering with programmes such as the recently-introduced CEIBS (Switzerland) Doctorate of Business Administration (DBA). We will also continue to enhance the reach and capabilities of our Real Situation Learning Method (RSLM).

**Reinforcing our role as a bridge for Sino-European exchange.** We will continue to use the CEIBS Insights Europe Forum Series as a starting point to help foster Chinese and European co-operation and maintain our teaching and research bases in Zurich and Accra to serve and promote international economic and cultural exchange.

**Capturing regional opportunities.** We will continue to leverage our campuses in Shanghai, Beijing and Shenzhen to support the development strategies of the Yangtze River Delta, Beijing-Tianjin-Hebei, Guangdong-Hong Kong-Macao and other regions in China.

**Moving to the forefront of educating responsible leaders.** We will continue to integrate and reinforce the concepts of sustainability and social responsibility into our teaching, research and case development in order to cultivate leaders with a desire to strive beyond business success.

**Fully empowering our alumni.** We will continue to look for ways to further our alumni's lifelong learning, strengthen our alumni network, create new alumni services and seek out new ways to collaborate to create win-win results for the school and our alumni community.

### A better, greener, more sustainable future

One of our goals as a business school is to help promote trade and economic and cultural exchange between China, Europe and the world. When business leaders wish to take Chinese companies global, for example, we can help them better understand the international landscape. When foreign companies look to invest in the China, we can help them better understand the local market. At the same time, how-



ever, we are also striving to become the ‘China expert’ on business and management-related issues facing the whole world.

Earlier this year, both China and the EU unveiled bold plans to reduce carbon emissions. For its part, China has set a goal of reaching peak emissions by 2030 and net zero by 2060. Meanwhile, the EU has announced it aims to reduce emissions by 55% compared to 1990 levels by the end of this decade and reach net zero emissions by 2050. Meeting these objectives will require the collective work of governments, businesses and individuals everywhere.

In line with these efforts, we are again hosting the CEIBS Insights Europe Forum Series – this time with a special focus on the dual carbon peak and carbon neutrality goals set by China and the EU. We hope that by serving as a platform for leaders from different backgrounds and with different perspectives to come together, we can uncover new, innovative solutions and common ground from which to move forward on one of the biggest challenges facing the world today. Ultimately, this is just one way in which we hope to inspire entrepreneurs to actively assume their social responsibilities and promote sustainable development in pursuit of their broader business goals.

Finally, we cannot overstate our appreciation to our alumni for your support in the development of the school. We look forward to working more closely with everyone in the CEIBS community to create a better, greener, more sustainable future for all.

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