

Newsletter

Faculty Research Publications



Published Articles

Cai, Jiangnan (John). 2015. "How could doctors go to community care? (医生怎么才肯去基层)". *Chinese Health journal* (《中国卫生》). 10.

Contact: jncal@ceibs.edu

Cai, Jiangnan (John) & Jiang, T, Y.. 2015. "How to develop physician clinics?(医生诊所, 如何成长?)". *Chinese Health journal* (《中国卫生》). 10.

Contact: jncal@ceibs.edu

Cai, J. and Zhao, Y.. 2015 Dec. "2015 Healthcare Trends: Reform and Innovation 2015医疗卫生领域发展趋势: 改革和创新互动". *Phoenix Weekly* 《凤凰周刊》.

Contact: jncal@ceibs.edu

Cao, Z., Huo, B. Li, Y and Zhao, X.. 2015. "The Impact of Organizational Culture on Supply Chain Integration: A Contingency and Configuration Approach.". *Supply Chain Management: An International Journal*.

Contact: xiande@ceibs.edu

Cao, Z., Huo, B., Li, Y. and Zhao, X.. 2015. "Competition and Supply Chain Integration: A Taxonomy Perspective". *Industrial Management & Data Systems*.

Contact: xiande@ceibs.edu

Chang, Vincent. forthcoming. "Talent Strategy-Driven Framework and Practices of "Public Entrepreneurship, Multitude Innovation"—CEIBS Entrepreneurial Ecosystem". *Academic Frontier* 《学术前沿》.

Contact: vchang@ceibs.edu

Chen, Weiru. 2015 May. "Business model in revolution – crowd financing example 商业模式的颠覆、重构与挑战—以P2P借贷的平台商业模式为例". *UnionPay Magazine* 《银联金卡》.

Contact: weiruchen@ceibs.edu

Chng, D. H. M., & Wang, C. Y.. forthcoming. "An Experimental Study of the Interaction

Effects of Incentive Compensation, Career Ambition, and Task Attention on Chinese Managers' Strategic Risk Behaviors". *Journal of Organizational Behavior*. (A*).

Abstract: Building on the person-pay interaction model, we developed and tested a model for the influence of managers' career ambition and task attention on their responses to incentive compensation under different conditions of firm performance. We argued that managers with greater career ambition and task attention will be more responsive to incentive compensation, thereby engaging in more strategic risk behaviors, such as strategic risk taking and strategic change. Results of our experiment using a managerial decision-making game with a sample of Chinese managers partially supported this contingency perspective. Under the condition of performance decline, managers' career ambition only accentuated the positive relationship between incentive compensation and strategic change. By contrast, task attention strengthened the positive relationships between incentive compensation and both strategic risk taking and strategic change. However, under the condition of performance growth, neither managers' career ambition nor their task attention influenced their responses to incentive compensation. We discuss the implications for how organizational leaders can use incentive compensation to influence the strategic risk behaviors of managers.

Paper: <http://onlinelibrary.wiley.com/doi/10.1002/job.2062/abstract>

Contact: dchng@ceibs.edu

Choi, T., Cheng, T. and Zhao, X.. forthcoming. "Multi-Methodological Research in Operations Management". *Production and Operations Management*. (FT45).

Contact: xiande@ceibs.edu

Ding, Yuan, Cao, Xiaping and Zhang, Hua. forthcoming. "Post-issue accounting performance, incentives and social capital: Evidence from Chinese entrepreneurial firms". *Journal of Business Ethics*. (FT45).

Contact: dyuan@ceibs.edu
zhua@ceibs.edu

Estrin, Saul, Meyer, Klaus E., Nielsen, Bo B. & Nielsen, Sabrina T.. 2016. "Home Country Institutions and the Internationali-

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Faculty Research Publications

zation of State Owned Enterprises: A Cross-Country Analysis". *Journal of World Business*.
Contact: kmeyer@ceibs.edu

Fang, Yi & Xu, Xiaonian. 2015. "来自金融账户的贬值压力". *正清评论*.
Contact: xxiaonian@ceibs.edu

Fang, Yi & Xu, Xiaonian. 2015. "怕疼治不了病——数量宽松、去杠杆和经济复苏". *正清评论*.
Contact: xxiaonian@ceibs.edu

Fernandez, Juan A., Xu Bin and Zhou Dongsheng. 2015. "Chinese Government Policies". *The LINK*.
Contact: fjuan@ceibs.edu
xubin@ceibs.edu
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Fernandez, Juan A., Xu Bin and Zhou Dongsheng. 2015. "The Digital Revolution in China". *The LINK*.
Contact: fjuan@ceibs.edu
xubin@ceibs.edu
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Fernandez, Juan A., Xu Bin and Zhou Dongsheng. 2015. "Lessons from the Market Leaders". *The LINK*.
Contact: fjuan@ceibs.edu
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zdongsheng@ceibs.edu

Gong, Yan. 2015 Feb. "Fengyun Network: Unintended transformation of a distributor". *CEIBS Business Review*.
Contact: gongy@ceibs.edu

Gong, Yan. 2015 Feb. "White Bear: Exploring asset-heavy O2O model". *CEIBS Business Review*.
Contact: gongy@ceibs.edu

Gong, Yan. 2015 Aug. "APUS: From C2C to 2CC". *CEIBS Business Review*.
Contact: gongy@ceibs.edu

Gong, Yan, Zhao, Liman, Dong, Liang and Velamuri, Ramakrishna S.. 2015. "Hotelvp: swimming with sharks". *Emerald Emerging Markets Case Studies*. 6.
Contact: rvelamuri@ceibs.edu

Gunderson, M. & Lee, B. Y.. forthcoming. "Pay Discrimination against Persons with Disabilities: Canadian Evidence from PALS". *International Journal of Human Resource Management*.
Contact: blee@ceibs.edu

Han, Jian. 2015. "Fostering meta-capabilities of HRM in the VUCA era". *Tsinghua Business Review*.
Contact: jianhan@ceibs.edu

Han, Jian and Liang, Neng. forthcoming. "In their own eyes

and words: The value of executive MBA programs as experienced by the participants". *Journal of Management Education*.
Contact: liangneng@ceibs.edu

Huo, B., Han, Z. Chen, H. and Zhao, X.. 2015. "The Effect of High-Involvement Human Resource Management Practices on Supply Chain Integration.". *International Journal of Physical Distribution & Logistics Management*.
Contact: xiande@ceibs.edu

Huo, B., Liu, C. Kang, M. and Zhao, X.. 2015. "The Impact of Dependence and Relationship Commitment on Logistics Outsourcing: Empirical Evidence from Greater China.". *International Journal of Physical Distribution & Logistics Management*.
Contact: xiande@ceibs.edu

Huo, B., Ye, Y. and Zhao, X.. forthcoming. "The Impacts of Trust and Contracts on Opportunism in the 3PL Industry: The Moderating Role of Demand Uncertainty". *International Journal of Production Economics*. (A*).
Contact: xiande@ceibs.edu

Jolly, Dominique, McKern, Bruce and Yip, George S.. 2015. "The Next Innovation Opportunity in China". *Strategy + Business*. 80, 16-19.
Contact: gyip@ceibs.edu

Lee, Jean S K.. 2015. "The Second Generation is no longer the main power of Chinese family business succession in 10 years". *Harvard Business Review China*. 7-8, 110-112.
Contact: jeanlee@ceibs.edu

Lee, Jean S K.. 2015. "The Second Generation prefers financial investment--- money, evil or angel?". *Forbes China*. 9a, 64-66.
Contact: jeanlee@ceibs.edu

Lee, Jean S K.. 2015. "Three obstacles in family business succession". *Family Business Review*. 12, 20-21.
Contact: jeanlee@ceibs.edu

Lee, Jean S K.. 2015. "Regain the family culture: how to improve succession willingness". *Tsinghua Business Review*. 12, 32-41.
Contact: jeanlee@ceibs.edu

Lee, Jean and Lu, Rachel. 2015. "Family business, how to pass the baton beyond three generations?". *Fortune Generation*. 9, 66-67.
Contact: jeanlee@ceibs.edu

Li, Lei, Zhao, Xiande and Jian, Zhaoquan. 2015. "网络环境下平台企业的运营策略研究——基于平台生态圈生命周期的视角". *管理科学学报*.
Contact: xiande@ceibs.edu

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Li, Lei, Zhao, Xiande and Jian, Zhaoquan. 2015. "以开放式网络平台为依托的新服务开发模式——基于中国移动应用商场的案例研究". *研究与发展管理*.
Contact: xiande@ceibs.edu

Liang, Shangkun, Li, Zhen. Chen, Donghua and Chen, Shimin. 2015. "Political ranks, incentives and firm performance". *China Journal of Accounting Studies*. 3, 2, 87-108.
Contact: cshimin@ceibs.edu

Ma, Baolong, Zou, Zhenxing, Wang, Gao, Bu, Jingjing and Sun, Ying. 2015. "Development of Customer-Based Brand Equity Index and Its Application to Industry Analysis". *Journal of Management Sciences in China*. 18, 2, 36-49.
Contact: wqao@ceibs.edu

Mo, Phyllis, Wu, Xi and Rui, Oliver (Meng). 2015. "Auditor's Going Concern Reporting in the Pre- and Post-Bankruptcy Law Eras: Chinese Affiliates of Big 4 versus Local Auditors". *International Journal of Accounting*. 50, 1-30.
Contact: oliver@ceibs.edu

Ng, S. Rungtusanatham, J., Zhao, X. and Lee, T.. 2015. "Examining Process Management via the Lens of Exploitation and Exploration: Reconceptualization and Scale Development.". *International Journal of Production Economics*. (A*).
Contact: xiande@ceibs.edu

Oh, Hannah, Bae, John, Currim, Imran, Lim, Jooseop and Zhang, Yu. forthcoming. "Marketing Spending, Firm Visibility, and Asymmetric Stock Returns of Corporate Social Responsibility Strengths and Concerns". *European Journal of Marketing*. (A*).

Abstract: This paper focuses on the unique goal of understanding how marketing spending, a proxy for firm visibility, moderates the effects of corporate social responsibility strengths and concerns on stock returns in the short and long-terms. In contrast to the resource-based view of the firm, visibility theory, based on stakeholder awareness and expectations, offers asymmetric predictions on the moderation effects of marketing spending. The predictions are tested based on data from KLD, Compustat, and CRSP from 2001-2010, and panel data based regression models. Two results support the predictions of visibility theory over those of the resource-based view. First, strengths are associated with higher stock returns, for low marketing spending firms, and only in the long-term. Second, concerns are associated with lower stock returns, for high marketing spending firms, also only in the long-term. A profiling analysis indicates that high marketing spending firms have high R&D spending and more likely to operate in B2C than B2B industries. The findings highlight the importance of coordination among chief marketing, sustainability, and finance officers investing in corporate social responsibility and marketing for stock returns, contingent on the firm's marketing and R&D spending and industry characteristics.
Contact: zyu3@ceibs.edu

Park, Seung Ho and Li, S.. 2015 Nov. "Does China need the Trans-Pacific Partnership (TPP)?". *Forbes*.

Paper: <http://www.forbes.com/sites/ceibs/2015/11/17/does-china-need-the-trans-pacific-partnership-tpp/>
Contact: spark@ceibs.edu

Park, Seung Ho and Li, S.. 2015 Oct. "中国创业二代接班勘憂". *新报财经月刊 (Hong Kong Economic Journal Monthly)*. 116-117.
Contact: spark@ceibs.edu

Park, Seung Ho and Li, S.. 2015 Oct. "Next focal point of China's stock market: earnings—but can we trust the numbers?". *China Brief (James Town Foundation)*. 15, 20.
Paper: [http://www.jamestown.org/programs/chinabrief/single/?tx_ttnews\[tt_news\]=44497&tx_ttnews\[backPid\]=25&cHash=bb5e2357ff8d35b7181a74f2b8c6437#.ViWRSCs01v0](http://www.jamestown.org/programs/chinabrief/single/?tx_ttnews[tt_news]=44497&tx_ttnews[backPid]=25&cHash=bb5e2357ff8d35b7181a74f2b8c6437#.ViWRSCs01v0)
Contact: spark@ceibs.edu

Park, Seung Ho. 2015 Dec. "造金字塔与建国家公园, 鬼城". *新报财经月刊 (Hong Kong Economic Journal Monthly)*. 128-130.
Contact: spark@ceibs.edu

Park, Seung Ho. 2015 Aug. "东亚治理悖论". *新报财经月刊 (Hong Kong Economic Journal Monthly)*. 130-131.
Contact: spark@ceibs.edu

Prashantham, Shameen. 2015. "新创企业“走出去”的关系网 资源匮乏的新创企业怎样利用关系网实现全球化?". *CEIBS Business Review*.
Contact: sprashantham@ceibs.edu

Price, Lydia J.. 2015 Nov. "CSR Implications of China's New Environmental Act". *American Chamber of Commerce in Shanghai Business Council for Sustainability and Responsibility (BCSR) Report*.
Contact: plydia@ceibs.edu

Price, Lydia J.. 2015 Dec. "CSR and Lean Thinking: Two Sides of the Same Coin?". *American Chamber of Commerce in Shanghai Business Council for Sustainability and Responsibility (BCSR) Report*.
Contact: plydia@ceibs.edu

Ramasamy, Bala and Yeung, Matthew C.H.. forthcoming. "The Determinants of Parts and Components Trade: The Role of Trust and Commitment". *Int. J. of Trade and Global Markets*.
Contact: bramasamy@ceibs.edu

Rui, Oliver, Lee, Jean and Lu, Rachel. 2015. "Family Wealth Management in China". *Fortune Generation*. 8, 68-71.
Contact: jeanlee@ceibs.edu
oliver@ceibs.edu

Schuh, S. C., Van Quaquebeke, N., Goeritz, A., Xin, K. R., De Cremer, D., & Van Dick, R.. forthcoming. "Mixed feelings, mixed blessing? How ambivalence in organizational identification affects organizational citizenship behaviors.". *Human*

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Faculty Research Publications

Relations. (A*).

Contact: sschuh@ceibs.edu
katherinexin@ceibs.edu

Su, Q., Huang J., and Zhao, X.. 2015. "An Information Propagation Model Considering Incomplete Reading Behavior in Microblog". *Physica A: Statistical Mechanics and its Applications*.

Contact: xiande@ceibs.edu

Su, Xijia and Wu, Xi. forthcoming. "Client Following Former Audit Partners and Audit Quality: Evidence from Unforced Audit Firm Changes in China". *The International Journal of Accounting*.

Contact: sxijia@ceibs.edu

Tsai, Terence, Su, Meihua, Zhang, Yunlu and Luo, Zhen. 2015. "Blossom Hill: Metamorphosis of Inns with Nostalgic Sensation". *CEIBS Business Review*. 12, 15, 90-97.

Contact: tterence@ceibs.edu

Tsamenyi, Mathew. forthcoming. "MSimps: Decision-Making in Scaling up a Small Business". *Emerald Emerging Markets Case Studies*.

Contact: mtsamenyi@ceibs.edu

Velamuri, Ramakrishna S.. 2015 Sep. "Make in India: The Role of Ecosystem Productivity". *Masterclass section Business Today*.

Contact: rvelamuri@ceibs.edu

Velamuri, Ramakrishna S. and Fu, Xin. 2015 Aug. "Battling the Downturn". *Business Today*.

Contact: rvelamuri@ceibs.edu

Wang, Q., Zhao, X. and Voss, C.. forthcoming. "Customer Orientation and Innovation: A Comparative Study of Manufacturing and Service Firms". *International Journal of Production Economics*. (A*).

Contact: xiande@ceibs.edu

Wang, Gao. 2015. "How Far Can Xiao Mi Go?". *Fortune*. 1.

Contact: wqao@ceibs.edu

Wang, Gao. 2015. "New Marketing Perspective in the New Age". *Business Schools*.

Contact: wqao@ceibs.edu

Wang, Gao. 2015. "The Voice of China". *CEIBS Business Review*.

Contact: wqao@ceibs.edu

Wang, Siluan, Tsai, Terence. 2015. "But They Are Now Feeling the Pinch". *China Daily Europe*.

Paper: http://www.chinadaily.com.cn/kindle/2015-03/15/content_19815209.htm

Contact: tterence@ceibs.edu

Wang, Zhiqiang, Zhang, Shanshan, Zhao, Xiande and

Zhu, Guilong. 2015. "我国制造企业基于客户合作的产品创新--多案例研究". *管理案例研究与评论*. 2, 8, 163-172.

Contact: xiande@ceibs.edu

Wood, Jack Denfeld. 2015 Dec. "Doing business in China: debunking three common myths". *Forbes*.

Contact: jack.denfeld.wood@ceibs.edu

Wu, Ho-Mou and Zhao, Yue. forthcoming. "Optimal Leverage Ratio and Capital Requirements with Limited Regulatory Power". *Review of Finance*. (A*).

Contact: hmwu@ceibs.edu

Xiang, Yi. 2015 Jan. "Low profile marketing: on Amex Black card". *Business Management Review*.

Contact: yixiang@ceibs.edu

Xiang, Yi. 2015 Mar. "Marketing on WeChat". *Business Management Review*.

Contact: yixiang@ceibs.edu

Xiang, Yi. 2015 May. "LeMeng cell phone from Lenovo". *Business Management Review*.

Contact: yixiang@ceibs.edu

Xiang, Yi. 2015 Aug. "Product launch in cell phone industry". *Business Management Review*.

Contact: yixiang@ceibs.edu

Xin, K. R., Chen, C., C., Ünal and Ali, F.. forthcoming. "Group harmony in the workplace: Conception, measurement, and validation". *The Asia Pacific Journal of Management*. (A*).

Contact: katherinexin@ceibs.edu

Xin, K. R. & Yan, J.. 2015 Dec. "Real Magic Platform Model 《亦真亦幻的平台模式》". *Business Review*. 5.

Contact: katherinexin@ceibs.edu

Xin, K. R. & Yan, J.. 2015 Nov. "Business Operation: Follow Your Heart 《企业经营：从心出发》". *Business Review*. 5.

Contact: katherinexin@ceibs.edu

Xin, K. R. & Yan, J.. 2015 Oct. "Keys to Changing/Re-inventing the Industry 《寻找改变行业的钥匙》". *Business Review*. 5.

Contact: katherinexin@ceibs.edu

Xin, K. R. & Yan, J.. 2015 Sep. "Future of Niche Brands 《小众品牌的未来》". *Business Review*. 5.

Contact: katherinexin@ceibs.edu

Xin, K. R. & Yan, J.. 2015 Aug. "From O2O to Omni-channel 《从 O2O 到全渠道》". *Business Review*. 5.

Contact: katherinexin@ceibs.edu

Xin, K. R. & Yan, J.. 2015 July. "New Species at the Age of Big Data 《大数据时代的新物种》". *Business Review*. 5.

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Contact: katherinexin@ceibs.edu

Xin, K. R. & Yan, J.. 2015 June. "Internet+: Reconstructing Imagination 《互联网+: 重新想象》". *Business Review*. 5.
Contact: katherinexin@ceibs.edu

Xin, K. R. & Yan, J.. 2015 May. "New Gaming Rules at Niche/ Minority Time 《小众时代的新玩法》". *Business Review*. 5.
Contact: katherinexin@ceibs.edu

Xin, K. R. & Yan, J.. 2015 Apr. "The Alchemy of "Internet+" 《“互联网+”的炼金术》". *Business Review*. 5.
Contact: katherinexin@ceibs.edu

Xin, K. R. & Yan, J.. 2015 Mar. "Overcoming the Obstacles of O2O 《跨越 O2O 的障碍》". *Business Review*. 5.
Contact: katherinexin@ceibs.edu

Xin, K. R. & Yan, J.. 2015 Feb. "The "Knowledge-based-management" Time Is Coming 《“知本主义”时代真的来了》". *Business Review*. 5.
Contact: katherinexin@ceibs.edu

Xin, K. R. & Yan, J.. 2015 Jan. "Reflections on the Anxiety of Internet 《反思互联网焦虑》". *Business Review*. 5.
Contact: katherinexin@ceibs.edu

Xu, Bin, Fernandez, Juan Antonio and Zhou, Dongsheng. 2015. "Companies Awaiting Market's Decisive Role". *The LINK*.
Contact: xubin@ceibs.edu
fjuan@ceibs.edu
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Xu, Xiaonian. 2015. "在常识的基础上重构宏观经济学". *思想中国论坛*.
Contact: xxiaonian@ceibs.edu

Xu, Xiaonian. 2015. "宽广的尺度, 狭隘的视野——评《21世纪资本论》的研究方法". *历史学人*.
Contact: xxiaonian@ceibs.edu

Xu, Xiaonian. 2015. "为什么强调供给测". *正清评论*.
Contact: xxiaonian@ceibs.edu

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Yang, Q. and Zhao, X. . forthcoming. "Are Logistics Outsourcing Partners More Integrated In a More Volatile Environment?". *International Journal of Production Economics*. (A*).
Contact: xiande@ceibs.edu

Yang, Qian, Zhao, Xiande & Song, Xiao. 2015. "权力关系视角下供应链企业融资需求成因分析". *管理案例研究与评论*. 5, 8, 291-

302.

Contact: xiande@ceibs.edu

Yip, George S.. 2015 Aug. "Strategic Transformation". *CEIBS Business Review*. 88.
Contact: gyip@ceibs.edu

Yu, Fang. 2015 Nov. "CEOs with Daughters Run More Socially Responsible Firms". *Harvard Business Review*. (FT45).
Contact: fyu@ceibs.edu

Yu, Fang (Frank). 2015 July. "Company chiefs with daughters make for kinder workplaces". *The Conversation*.
Contact: fyu@ceibs.edu

Yu, Fang (Frank). 2015 Nov. "Can Daughters Make Us Run More Socially Responsible Firms?". *HBR Chinese Version*.
Contact: fyu@ceibs.edu

Zhang, M., Zhao, X., Voss, C. and Zhu, G. . forthcoming. "Innovating Through Services, Co-creation and Supplier Integration: Cases from China". *International Journal of Production Economics*. (A*).
Contact: xiande@ceibs.edu

Zhao, X., Yeung, KH., Huang, Q. and Song, X.. 2015. "Improving the Predictability of Business Failure of Supply Chain Finance Clients by Using External Big Dataset". *Industrial Management & Data Systems*.
Contact: xiande@ceibs.edu

Zhao, Xiande, Liu, Xueyuan. 2015. "企业创新网络中关系强度、吸收能力与创新绩效的关系研究". *南开管理评论*.
Contact: xiande@ceibs.edu

Zhao, Xiande, Zhang, Shanshan and Wang, Zhiqiang. 2015. "智力资本、向客户学习对创新的影响——基于中国制造企业的实证分析". *科技进步与对策*.
Contact: xiande@ceibs.edu

Zhou, Dongsheng, Fernandez, Juan Antonio and Xu, Bin. 2015. "Market Leaders in China: Will the Strong Become Stronger?". *The LINK*. 3, 48-55.
Contact: zdongsheng@ceibs.edu
fjuan@ceibs.edu
xubin@ceibs.edu

Zhu, Hongjun, Zhang, Cheng, Li, He and Chen, Shimin. 2015. "Information environment, market-wide sentiment and IPO initial return: Evidence from analyst forecasts before listing". *China Journal of Accounting Research*. 8, 3, 193-211.
Contact: cshimin@ceibs.edu

Zhu, Tian. 2015 Feb. "外贸新常态再正常不过". *瞭望东方周刊*. 6.
Contact: ztian@ceibs.edu

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Faculty Research Publications

Books

Cai, Jianguan (John). 2015 Dec. *International Experience of Health Reform: 20 Countries (region)* (《医疗卫生体制改革的国际经验: 世界二十国(地区)医疗卫生体制改革概览》). Shanghai Science and Technology Press(上海科技出版社出版).
Contact: jncal@ceibs.edu

Cai, Jianguan(editor). forthcoming Dec. 《2015中国健康产业创新平台奇璞蓝皮书》.
Contact: jncal@ceibs.edu

Chen, Weiru and Wang, Shiyi. 2016 Jan. 平台转型--企业再创巅峰的自我革命. 中信出版社.
Contact: weiruchen@ceibs.edu

Fernandez, Juan A., Xu, Bin and Zhou, Dongsheng. 2015. *2015 Doing Business in China: Bilingual Chinese and English in cooperation*.
Contact: fjuan@ceibs.edu
xubin@ceibs.edu
zdongsheng@ceibs.edu

Hensmans, Manuel, Johnson, Gerry and Yip, George. 2015. *Strategic Transformation: Changing While Winning, Chinese edition*. CEIBS Publishing and China Machine Press.
Contact: gyip@ceibs.edu

Park, S.H., Ungson, G. and Francisco, J.P.. 2016. *ASEAN Champions: Emerging stalwarts in regional integration*. Cambridge University Press .
Contact: spark@ceibs.edu

Sampler, Jeff L.. 2014 Dec. *Bringing Strategy Back*. Josey Bass.
Abstract: Book explores the nature of the strategic planning process in rapidly changing environments
Contact: jsampler@ceibs.edu

Tsai, Terence. forthcoming. *Green Ocean — Exploring CSR Business Opportunities in China*.
Contact: tterence@ceibs.edu

Zhao, Xiande. 2015. *Platform-Based Business Model Innovation and Service Design*. China Science Press.
Contact: xiande@ceibs.edu

Book Chapters

Meyer, Klaus E. 2015. " Foreign Investment: Direct". *International Encyclopedia of the Social and Behavioural Sciences, 2nd ed.*. Elsevier. 325-327.
Contact: kmeyer@ceibs.edu

Schuh, S. C 2015. "Person-supervisor fit". *Aktuelle Entwick-*

lungen in der Führungsforschung. 167-178.
Contact: sschuh@ceibs.edu

Schuh, S. C., & Van Dick, R. 2015. "Das Transfermodell der sozialen Identität [The transfer model of social identity]". *Aktuelle Entwicklungen in der Führungsforschung*. 129-142.
Contact: sschuh@ceibs.edu

Schuh, S. C. forthcoming. "Passung zwischen Führungskraft und Mitarbeitern [Fit between leaders and followers]". *Handbuch Mitarbeiterführung*.
Contact: sschuh@ceibs.edu

Van Dick, R., & Schuh, S. C. forthcoming. "Führung von Gruppenprozessen. [Leadership of group processes]". *Handbuch Mitarbeiterführung*.
Contact: sschuh@ceibs.edu

Cases

Chen, Shimin, Xie, Chun and Ni, Serene. 2015. "Alibaba's IPO: Innovation with Chinese Characteristics? (A)".
Chen, Shimin, Xie, Chun and Ni, Serene. 2015. "Alibaba's IPO: Innovation with Chinese Characteristics? (B)".
Contact: cshimin@ceibs.edu

Chen, Weiru, Gong, Yan and Zhao, Liman. 2015. "Uber中国: 优步专车平台精益创新之路". CI-815-072.

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Contact: gongy@ceibs.edu

Chen, Weiru. 2015. "Chervon: Upgrading through Globalization, 泉峰: 国际化背景下的逆袭之路".
Contact: weiruchen@ceibs.edu

Chen, Weiru. 2015. "China Voice in Building a Music Platform 《中国好声音》的平台梦".
Contact: weiruchen@ceibs.edu

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