

Meet Our New Faculty

We're only half way through 2022, but we have already welcomed several new professors to the CEIBS family! Read on to learn more about the newest members of our faculty team!

In chronological order of joining CEIBS



Dr. Lu Yi

Dr. Lu Yi joined CEIBS as an Assistant Professor of Marketing, having previously been an Assistant Professor of Marketing at McGill University. Prof. Lu received her PhD in Marketing from Yale University and BA in Economics from Peking University. Her research interests concentrate on digital marketing, AI and big data, content marketing and applied game theory in new business models. She lectures on pricing analytics and marketing management and her courses have been amongst the most popular and highly valued by her students.



Dr. Tieying Yu

Dr. Tieying Yu is a Professor of Strategy at CEIBS. Prior to joining CEIBS, she was a tenured Associate Professor of Strategy at Boston College. Prof. Yu received her PhD in Strategic Management from Texas A&M University and MS in Economics from Fudan University. Her research focuses on understanding firms' strategic decisions, and how these decisions affect inter-firm rivalry and competitive advantage. She lectures on strategic management and global strategy to MBA and EMBA students. Her MBA courses at Boston College, Shanghai Advanced Institute

of Finance and Shanghai National Accounting Institute have been highly recognised by students.



Dr. Li Xilin

Dr. Li Xilin is an Assistant Professor of Marketing at CEIBS. She received her PhD in Behavioural Science and MBA from the University of Chicago Booth School of Business, MS in Psychology from Peking University and BS in Psychology from Beijing Normal University. Prof. Li's research interests concentrate on judgment and decision making, consumer behaviour and consumer psychology. Five of her papers have been published in FT top 50 journals including the *Journal of Consumer Research*, *Management Science*, *Organizational Behaviour* and *Human Decision Processes*.



Dr. Liang Chao

Dr. Liang Chao is an Associate Professor of Operations Management at CEIBS. Prior to joining CEIBS, she was an Assistant Professor of Operations Management at Cheung Kong Graduate School of Business (CKGSB). Prof. Liang received her PhD in Oper-

ations Management from University of Texas at Dallas (UTD). Her research concentrates on interdisciplinary studies of operations management and marketing, behavioural operations management, and supply chain management. She has multiple papers which have been published or accepted in FT Top 50 journals, including *Management Science and Production and Operations Management*.



Dr. Liu Yixuan

Dr. Liu Yixuan is an Assistant Professor of Management Information Systems at CEIBS. Prior to joining CEIBS, she was an Assistant Professor of

Management at Krannert School of Management, Purdue University. Prof. Liu received her PhD in Information, Risk and Operations Management from the University of Texas at Austin and BS in Pure and Applied Mathematics and BA in Economics from Tsinghua University. Her research interests include digital platforms, health economics, sharing economy and the Internet of Things (IoT).



Dr. Zhuo Chen

Dr. Zhuo Chen is an Assistant Professor of Strategy at CEIBS. Prior to joining CEIBS, she was an Assistant Professor of Strategic Management at

Kogod School of Business, American University. Prof. Chen received her PhD and MA in Strategic Management from Rice University, and MA in Economics from Duke University. Her research focuses on corporate

strategy and entrepreneurship, with a particular interest in the role that mergers and acquisitions, corporate venture capital, and intellectual property rights play in technology sourcing, corporate financing and corporate renewal.



Dr. Hongyu Shan

Dr. Hongyu Shan is an Assistant Professor of Finance at CEIBS. Prior to joining CEIBS, he was an Assistant Professor of Finance at Gabelli

School of Business at Fordham University. Prof. Shan received his PhD in Finance from the University of Florida and BA in Economics from the University of Michigan. His research focuses on understanding the impact of climate change and other ESG initiatives on financial markets and corporate decision making. He lectures on a range of topics, including ESG investment and alternative data analysis.



Dr. Feida Zhang

Dr. Feida Zhang is an Associate Professor of Accounting at CEIBS. Prior to joining CEIBS, he held appointments at the University of Queens-

land, Murdoch University, and Sun Yat-Sen University. Prof. Zhang received his PhD in Accounting from Hong Kong Baptist University, and MS in Accounting from Xiamen University. His research focuses on financial management and decision making, corporate governance, capital market, corporate social responsibility and corporate finance, etc.

Faculty Appointments

A number of our professors have been named to important new positions this year! Take a look below to find out more about recent CEIBS faculty appointments.

Professor Xin appointed Director of CEIBS (Switzerland) DBA Programme



Professor of Management Katherine Xin was appointed as Director of the CEIBS (Switzerland) DBA Programme, effective March 1, 2022. Prof. Xin also serves as the Bayer Chair in Leadership, Associate Dean (Europe) and Director of the Hospitality EMBA Programme at CEIBS. She specializes in the areas of leadership, organisational culture, change management, and strategic human resource management. In addition to her research and teaching, she has served as a consultant and workshop leader, and has undertaken assignments for multinational firms and government agencies.



Professor Zhao named Executive Deputy Director of CLIIF

Professor of Finance and Accounting Zhao Xinge was appointed as the Executive Deputy Director of CEIBS

Lujiazui Institute of International Finance (CLIIF), effective March 1, 2022. Prof. Zhao joined CEIBS in 2005, as has previously served as the Programme Director of the CFO Programme, Associate Dean and founding Director of the Finance MBA (FMBA) Programme. His research is focused on mutual funds, investments and portfolio management, investor behaviour and protection, the bank wealth management product market in China, and managerial accounting.

Professor Wang Qi picked as new Chair of Department of Marketing



Professor of Marketing Wang Qi was selected as the new Chair of the Department of Marketing, effective April 1, 2022. Her interests include social interaction and social networks, big data marketing, emerging market globalisation, corporate sustainability and open innovation.

Professor Frank Yu steps into role as Gotofreight.com Chair in Finance



Professor of Finance Frank Yu was appointed as the Gotofreight.com Chair in Finance, effective April 1, 2022. Prior to joining CEIBS, Prof.

Yu worked as an analyst with Barclays Global Investors. His research focuses on empirical corporate finance and behavioural finance.

More faculty promoted to new positions in early 2022

Prof. Sebastian Schuh was promoted to Full Professor, effective from January 1, while Profs. Emily David and Guo Wei were also promoted to Associate Professor. Profs. Zhang Yu, Xiang Yi and Wang Yajin were promoted to Full Professor and Prof. Hyun Young Park was promoted to Associate Professor on April 1. Prof. Cheng Lin was also promoted to Full Professor, effective May 1.

Faculty Honours and Awards

CEIBS professors have given us much to celebrate over the past few months. Here is a look at some of the recent honours and awards they have received.

CEIBS team receives *FT* award for Responsible Business Education



CEIBS Professors Daniel Han Ming Chng, Byron Lee and Peter Moran, case research fellow Zhao Liman and research assis-

tant Sun Heming featured in this year's *Financial Times* Responsible Business Education Awards for their teaching case based on Daddy Lab, a Chinese social enterprise.

Daddy Lab has tackled the social problem of poor-quality and hazardous consumer products used by children and their families in China, and the CEIBS case outlines a typical dilemma faced by entrepreneurs of how to make an operation profitable whilst achieving its social benefit goals. The case finished as a runner-up in the *FT*'s Teaching Cases Awards section. The same paper also won an award in the EFMD writing competition last year, and a similar accolade in 2020.

Professor Ramasamy named amongst P&Q's EMBA Profs Who Made a Difference in 2021



CEIBS Professor of Economics and Global EMBA Director Bala Ramasamy was named as one of P&Q's EMBA Professors Who Made a Difference in 2021. Recipients were selected for stirring new interests and setting higher standards for students, as well as for preparing them to adapt to an ever-changing world, while inspiring them to become life-

long learners. According to P&Q, their lessons live beyond the classroom, where students turn them into new and better practices. Award winners were nominated by those from P&Q's list of Best & Brightest Executive MBAs.

CEIBS teams top categories in EFMD case competition



Two CEIBS teams were recognised in the EFMD's 2021 Case Writing Competition in April.

Prof. Oliver Rui and senior case researcher Qiong Zhu won the best case award in the Corporate Social Responsibility (CSR) category for their work on a case about Ant Forest, an Alipay online payment platform launched by Ant Financial Services Group in 2016.

Ant Forest aims to reduce carbon emissions by planting trees when users engage in environmental-friendly behaviour. The case illustrates how a business can create economic value by delivering social value.

Meanwhile, a CEIBS case co-authored by Professors Gianfranco Siciliano and Lucia Perini, Visiting Professor Martin Roll and case researcher Jackie Cao took home the top prize in the Latin American Business Cases category.

Their case, entitled *Antigal: Strategy and Succession Challenges in a Family-Owned Vineyard with Global Ambitions*, teaches students how to navigate the complexity of running a second-generation family firm and deal with increasing

tensions from venturing growth in different markets, including China.

Six CEIBS teams honoured in Global Contest for the Best China-Focused Cases



Six CEIBS case studies were awarded in April as part of the 2021 Global Contest for the Best China-Focused Cases. The cases cover

a wide range of topics, from navigating the complexities of running a second-generation family firm and the complex nature of go-public-vs.-stay-private decisions to operating a social enterprise and the challenges and opportunities for the new energy vehicle market.

Elsevier list confirms CEIBS' strength in academic research



In April, CEIBS once again demonstrated its position as a leader in research after a record high 15 faculty were named to the 2021 list of

Highly-Cited Chinese Researchers released by world-leading academic publisher Elsevier.

Amongst those selected, 13 faculty were recognised for their contributions in Business Sciences – the most of any individual institution – while another two appeared on the Applied Economics list.



President Wang Hong recognised for contributions to social science

In April, President Wang Hong's co-authored book *History of*

Shanghai Social Security won the second prize of Academic Excellence Award at the 15th Shanghai Philosophy and Social Sciences Outstanding Achievement Award. She was also awarded a major project for Research on *The Mechanism, Implementation and Optimisation for Promoting a Healthy China* from the National Social Science Fund.

CEIBS faculty claim case teaching prizes

Two CEIBS faculty won the awards in the 4th Shanghai MBA Case Teaching Competition in April. *Hongcun: The Tourism Development of an Ancient Village* by Prof. Oliver Rui was awarded first prize; while *Shanghai Shentong Metro Group: Transformation through Transit-oriented Development* developed by Prof. Daniel Han Ming Chng won the second prize.

Paper on technological obsolescence wins major accounting award

CEIBS Prof. Venkat R. Peddireddy's paper entitled *Estimating Maintenance CapEx* received the American Accounting Association (AAA) 2022 Competitive Manuscript Award in May.

CEIBS Professor Howei Wu amongst P&Q's 40 Under 40 MBA Professors for 2022

CEIBS Assistant Professor of Economics Howei Wu has been named amongst Poets & Quant's 40 Under 40 MBA Professors for 2022.



The award is given each year to MBA professors under the age of 40 who are “masters in the classrooms, who influence business and policy, who are prolific researchers, and who have demonstrated meaningful impact on their fields.”

CEIBS Faculty in the Media

The first half of 2022 has been fruitful for CEIBS in the news as our faculty weighed in on a wide range of business-related topics, from the purpose of business schools and macro-economic policies to the UN's sustainable development goals and Generation Z. Here is a brief round-up of some of the recent insights they have shared.



“To accelerate the implementation of the three-child policy, the following measures should be taken to encourage childbirth: First, implement a differentiated policy of personal tax deduction and financial subsidies covering the period from pregnancy care to a child’s 18th year or the end of his/her academic education. Second, provide more childcare services. Third, to improve female employment security, advocate gender equality in employment, and provide maternity tax incentives for businesses. And, fourth, to alleviate people’s burden in housing, education and healthcare.”

— CEIBS President Wang Hong | China Economic Weekly



THE TIMES OF INDIA

“Many of us have learnt to be flexible and do better than others even in difficult environments. That’s a big advantage for Indian academicians – not just in America, but in Europe, Australia and Asia as well.”

— CEIBS President (European) Dipak Jain | The Times of India



“The world is losing ground in the race to meet agreed [climate] goals for 2030 because the desire for greater energy security has taken centre stage.”

— CEIBS Vice President and Dean Ding Yuan | China.Table



“So long as the COVID situation does not get worse, the Chinese economy should be able to pick up. And if things go well, China can still grow 5 to 7 percent.”

— CEIBS Professor of Economics Zhu Tian | Globe and Mail



“If I were to describe female leadership in one phrase, it would be: ‘The best woman is like water.’ The ancient Chinese philosopher and sage Laozi said, ‘The best man is like water which benefits all things and does not compete’.”

— CEIBS Professor of Management Jean Lee | Forbes China





“In the US and Europe, everything goes through banks ultimately, so the central bank has a lot more power over money in circulation. In China, the central bank has less power, because of electronic payments.”

—CEIBS Associate Professor of Finance
Viktar Fedaseyev | Globe and Mail



BusinessLine

“Efforts need to be stepped up to make progress in achieving the United Nations’ 17 Sustainable Development Goals (SDGs) by 2030.”

—CEIBS Professor of International Business
and Strategy Shameen Prashantham | The
Hindu Business Line



“The improvement of the domestic industrial and supply chains will also improve the global competitiveness of Chinese products, and the unified domestic market will also win the favor of more overseas companies, thus ensuring smooth ‘external circulation’.”

—CEIBS Professor of Operations and Supply
Chain Management Zhao Xiande | China
Daily (Hong Kong edition)



“The recent outbreaks of COVID-19 in many of China’s economic hubs have hit the economy hard and the employment situation is grim. Gross domestic product is likely to expand by between 1.7 percent and 3.2 percent in the second quarter, and 3.5 percent in the first half, well below the year’s target of 5 percent growth.”

—CEIBS Adjunct Professor of Economics
and Finance Sheng Songcheng | Yicai Global



Bloomberg

“It takes some time to fully develop governance mechanisms. The current systems in the US were also built gradually. I like to say – in Chinese terms – let the bullet fly for a while.”

—CEIBS Professor of Finance and
Accounting Oliver Rui | Bloomberg



“The era of digital intelligence, described by many as the VUCA era (Volatility, Uncertainty, Complexity, Ambiguity), is undergoing great changes in the socio-economic and business environment and poses great challenges for companies in introducing, nurturing and retaining talents. In the future, companies will focus on flexibility as core competitiveness, instead of conforming to stereotypical employee-organisation relationship.”

—CEIBS Professor of Management
Katherine Xin | 21st Century Business Review

