

Meet Our New Faculty

The CEIBS faculty team continued to expand in the second half of 2022. Read on to find out more about the newest members of our faculty team!

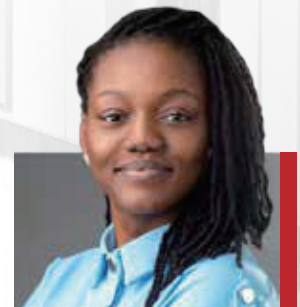


◉ Dr. Hu Kejia

Dr. Hu Kejia is an Associate Professor of Operations Management at CEIBS. Prior to joining CEIBS, she was a Brownlee O. Currey Jr. Dean's Faculty Fellow and Assistant Professor at Vanderbilt University's Owen Graduate School of Management. With a focus on unlocking business value from data, her expertise lies in service operations, artificial intelligence, and business analytics. She has worked with industrial partners, including L'Oreal, Marriott, Dell, Alibaba and Vanderbilt University Medical Center, with research published in journals such as *Manufacturing & Service Operations Management*, *Production and Operations Management*, *Applied Energy*, and *Energy Policy*.

Dr. Nana Yaa A. Gyamfi ◉

Dr. Nana Yaa A. Gyamfi is a Lecturer of Management at CEIBS. Prior to becoming a lecturer, she was a Research Associate and Human Resource Liaison at CEIBS. Dr. Gyamfi's research interests concentrate mostly on cultural identity, identity theory, identity resources, multinational work contexts, and emerging markets. She was a nominee for the FIU/AIB Best Theory Paper Award at the 2021 Academy of International Business Conference and won an Emerald Literati Award for Outstanding Author Contribution in 2020.



Faculty Appointments

A number of our professors were named to important new positions in the second half of 2022! Read on to find out more about some of our recent faculty appointments.

Professor Cheng Lin appointed Department Chair (Finance and Accounting)



Professor of Accounting Cheng Lin was appointed as the Department Chair (Finance and Accounting) effective from July 1. Prof. Cheng's research focuses on corporate disclosure, debt contracting, labour economics and auditing. His papers have been published in top-tier academic journals, including *The Accounting Review*, *Contemporary Accounting Research*, and *Journal of Accounting and Economics*. He has been invited to present his research at institutions in Asia and around the world, including the National University of Singapore, University of Toronto and New York University. Prof. Cheng has extensive teaching experience and he has taught at the undergraduate, graduate, and doctoral level.



Professor David Erkens named Director of Service Excellence Research Area

Professor of Accounting David Hendrik Erkens was appointed as the Director of Service Excellence Research Area as of July 1. His research focuses on the design, implementation, and use of control systems (particularly compensation arrangements), boards of directors and operational controls. Prof. Erkens' papers have been published in leading academic journals, including *Journal of Accounting Research*, *The Accounting Review* and more. His research has also been featured in media outlets such as *Agenda*, *CFO Magazine* and *The Economist*, and his work has informed policy-makers at organisations such as the European Commission.

Faculty Awards and Honours

CEIBS faculty went above and beyond in the areas of teaching and research in the second half of 2022. Take a look below to get a glimpse into some of the honours and achievements they received in the second half of the year!



CEIBS President Wang Hong recognised for contributions to cruise industry

CEIBS President and Professor of Management Wang Hong was elected as the Vice Chairman of the 3rd China Cruise Development Expert Committee at the 15th China Cruise Shipping Conference (CCS15). She also received a Special Achievement Award at the 7th Asia Cruise Contribution Awards organised by ACLN (Asia Cruise Leaders Network) in Korea.



Prof. Cheng Lin honoured as outstanding reviewer by premier research journal

Professor of Accounting Cheng Lin was honoured as an outstanding reviewer as part of the reviewer recognition programme for *Contemporary Accounting Research (CAR)*. In addition to serving as a member of the Editorial Board for CAR, he is also an ad hoc reviewer for *The Accounting Review*, *Review of Accounting Studies*, *Management Science*, and *Review of Financial Studies*.



Prof. Huang Sheng co-authored paper wins big at annual forum

Associate Professor of Finance Huang Sheng was honoured as the Winner of the Excellent Paper Award at the Third Annual Summit of Digital Finance Open Research Platform (2021-2022) for a co-authored paper entitled *BigTech, Gender, and Environmental Behaviour* with Shaoyan Jiang and Qigui Liu. He has previously won awards for his outstanding performance in research and teaching, such as the Best Paper Award at the Seventh Annual Conference on Asia-Pacific Financial Markets (CAFM) and the 2021 CEIBS Research Excellence Award.

CEIBS Faculty in the Media

The second half of 2022 was a busy time for CEIBS faculty in the media. From the impact of the pandemic and the role of international business schools to China-Europe cooperation on environmental protection and China's aging population, read on for some of the key insights they have shared over the past six months.

July 7



“When making important decisions, you need to think about your company’s development stage and the size of the business. Companies that purely rely on marketing will not stand the test of the time. It is the product and service quality that have the final say. Moreover, you also need to have a clear understanding of the market’s needs instead of making groundless assumptions.”

— CEIBS Professor of Finance and Accounting Zhao Xinge | Bloomberg Businessweek (Chinese Edition)



July 9



“There is no shortage of money for consumption or investment. Nor is there a lack of desire to consume.”

— CEIBS Professor of Economics Zhu Tian | O Globo



July 20



“Overemphasis on one sector, lack of human capital and lower productivity are three main reasons for some of the provinces being trapped.”

— CEIBS Professor of Economics Bala Ramasamy | South China Morning Post



September 8



“China has the capacity for leadership in envisioning radical, world-changing economic ideas based on cooperation and mutual benefits.”

— CEIBS Distinguished Professor Dominique de Villepin | South China Morning Post



September 29



“Understanding paternalistic leadership not only helps executives to navigate international business but also helps them to develop their own management abilities.”

— CEIBS Assistant Professor of Organisational Behaviour Michelle Zheng | Financial Times



September 29



“Domestic demand [for degree programmes] has been very strong. The only issue is the delivery. With current controls, it’s very uncertain.”

— CEIBS Vice President and Dean Ding Yuan | Financial Times



October 1 ○ “The COVID-19 pandemic and working from home have changed the way people work. While introverted entrepreneurs have adapted more quickly, extroverts are forced to work alone in a quiet environment. The experience may allow people of different personalities to get over prejudices and learn to appreciate each other’s traits and needs to seek better collaboration.”

— CEIBS Professor of Management Zhao Hao | Harvard Business Review (Chinese Edition)



October 3 ○ “China relies on implicit regulations to encourage innovation while containing its potential risks. Firms doing business in China must embrace the nature of its regulatory culture.”

— CEIBS Associate Professor of Finance Viktor Fedaseyev | The Diplomat

THE DIPLOMAT

October 11 ○ “Although modern Chinese companies have not overturned basic Western theories of management, they have accumulated rich experience in emerging industries such as the internet and AI. The combination of this experience with classic theories in the form of case studies is a reinvention and innovation of management thinking.

— CEIBS President and Professor of Management Wang Hong | Forbes China

Forbes

October 13 ○ “The metaverse is not only about the emergence, development, and application of simulation technologies, but also empowering the internet with the characteristics of a digital society in the real sense; that is to say, a persistent and immersive social and economic system. In other words, the metaverse is essentially the digital representation of various social formations.”

— CEIBS Assistant Professor of Management Yang Wei | National Business Daily



October 13 ○ “I’m convinced that China should be able to become a world leader in addressing the aging problem. We’re also exploring some policies and measures, such as postponing the retirement age, improving the country’s pension security system and building lifetime learning systems. With these policies combined, we can better deal with the aging population.”

— CEIBS President Emeritus Dipak Jain | Business Management Review



December 30 ○ “Everything we do on campus, and off campus, is designed to bring our students deeper into China and more connected globally.”

— CEIBS Professor of Strategy Shameen Prashantham | FindMBA

FINDMBA