

Looking forward, how can CEIBS grow its influence?



CEIBS President
Wang Hong

Dear CEIBS colleagues, alumni and friends,

After winter comes spring and summer again. In the everlasting pattern of all life, old things fade away and new things begin. Spring and summer are seasons full of vigour, and ones which promise good harvests ahead. However, the COVID-19 pandemic is still lingering and the macro-economic outlook remains uncertain. These developments remind us that we need to face challenges head-on with a resolute and keen mind.

In just 28 years, CEIBS has undergone more development than other business schools have in nearly a century, and has evolved into a world-class institute that has cultivated many aspiring management talents. We should all be proud of this achievement.

At the same time, we should be aware that the constant reshaping of the development landscape and the emergence of new business models present fresh challenges for the way business schools around the world teach and conduct research. We must not dwell on past achievements, but instead keep our eyes firmly on the future. As a top international business school, CEIBS is obligated to be forward-looking, contribute our expert knowledge to advance social and economic development, and cultivate more talents amidst uncertainty.

The challenges facing us are enormous and daunting. New social and economic trends have increased expectations for and demands on CEIBS. Therefore, we will do our utmost to build in China an internationally influential business school. We will strive to facilitate Sino-foreign cooperation and exchange, tap into and expand on our collection of China-focused business case studies, and promote the experiences of Chinese and China-based enterprises. We will give full play to our role as a think tank, contribute to China's regional and national development, and offer solutions for carbon emissions control and corporate transformation.

In 2021, CEIBS made much headway in its development. As a result, we realised many achievements in both talent cultivation and academic research and teaching. We have also made a good start in implementing our current Five-year Strategic Development Plan (2021-2025). Looking to the future, we will continue to implement our eight strategic initiatives as follows:

Reinforce CEIBS' top-tier position. We will continue to consolidate CEIBS' position as one of the world's leading business schools, and build a leading curriculum system with global influence.

Expand CEIBS' world-class faculty. We will further expand our faculty team by introducing more renowned professors and scholars from around the world, while placing equal emphasis on teaching, research and academic practices.

Create signature research areas. We will continue to develop our world-class academic research capabilities, create a hub for interdisciplinary research, and give full play to CEIBS' role as a think tank. We will strive to create a greater role for the CEIBS Lujiazui Institute of International Finance (CLIIF) in building Shanghai into an international

financial centre and a global asset management centre. We will continue to enhance the global influence of the CEIBS Case Center by promoting China-focused case studies and contributing to global teaching practices. We will endeavour to produce more research in our four major interdisciplinary research areas of Digital Age Management, Service Excellence, China and the World, and ESG. We will also focus more research on smart healthcare, green finance, social security and elderly care, regional economy, industrial transformation, energy and public policy.

Diversify CEIBS' programme portfolio. We will continue to train global management leaders, boost the quality of our teaching practices, and expand our degree programmes. We will further promote our new DBA programme, and establish a faculty pool that ensures the programme's sustainability. We will also continue to drive our research and development through education case studies and real-world teaching experiences, expand external resource platforms, and promote students' innovative and entrepreneurial practices.

Bridge China and Europe. We will rely on our two overseas campuses in Zurich and Accra as well as the Europe Forum series to serve as platforms to engage with the international academic and business communities, and advance international economic and cultural exchange. We will also further develop the China Immersion Programme through various Executive Forums and Master Classes.

Serve regional development strategies. With three campuses across China, CEIBS will boost the development of the Yangtze River Delta, the Beijing-Tianjin-Hebei region, and the Guangdong-Hong Kong-Macao Greater Bay Area. In addition, we will launch a series of celebrations to mark the 20th anniversary of CEIBS Shenzhen Campus.

Exemplify CSR education. We will continue to publish

white papers on CSR, and promote a range of ESG-specific courses and research projects. We will make efforts to raise awareness about sustainability and CSR by organising annual charity forums. We remain committed to cultivating leaders who aim beyond business success.

Empower CEIBS alumni. We will continue to build a life-long learning platform for our alumni, offering them more access to lifetime learning resources. To foster the development of both CEIBS and its alumni community, we will also create an alumni ecosystem that integrates alumni services, academic research, case study development and real-world teaching.

To achieve these goals, we will consolidate our management team, and advance the school's 合 (hé) "co-culture" – one which embodies the vitality of CEIBS and the emotional ties that unite all CEIBSers. We will also modernise our management education offering through developing smart campuses and advancing CEIBS' digital transformation.

We have a long way to go, but we will not stop. Despite the challenges ahead, we remain resolute, sharp-minded and forward-looking. We continue to cultivate new talents who bravely change and innovate to drive the business world forward.

We are grateful to all our alumni and colleagues who have supported CEIBS over the years. It is your dedication and support that have enabled the school's development. We look forward to joining hands with you to expand CEIBS' influence, contribute more wisdom to the business world and improve people's well-being.

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