



CKGSB 2022 ESG and Social Innovation Report

**Our Innovative Path towards
Sustainable Development**



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Founded on November 21, 2002, Cheung Kong Graduate School of Business aims to cultivate transformative business leaders with a global vision, social responsibility, innovative mindset, and ability to lead with empathy and compassion.



Message from the Dean

XIANG Bing

Founding Dean and Professor of China Business and Globalization of CKGSB

Today, we find ourselves in an era of major transformations - including technological, economic, social, political and geopolitical disruptions - coupled with dysfunctional global governance, rising protectionism, nationalism and populism, as well as reconfiguring global investment and trading systems. Humanity has been confronted with serious challenges, such as income and wealth inequality, diminishing social mobility, and climate change, which are difficult to address partly due to collective myopia. In this era of tectonic changes, business schools have an unshakable responsibility in helping individuals and institutions (companies and NGOs) to better navigate through these turbulent times, and to make the world a better place both economically and socially.

Since our inception on November 21, 2002, Cheung Kong Graduate School of Business (CKGSB) has been innovating beyond the traditional boundaries of business education to play a catalyst role in addressing some of these societal and environmental challenges. Our mission is to cultivate transformative business leaders with a global vision, sense of social responsibility, innovative mindset, and ability to lead with empathy and compassion.

Our unique experiments with social innovation start from our pioneering efforts to systematically incorporate the humanities - such as history, religion and philosophy - into our core business curricula starting from 2005. Our introduction of the humanities has been motivated by the following considerations. Firstly, on the individual level, we hope to inspire

business leaders to aspire to not just a 'rich' life, but also an 'enriched' and even 'enlightened' life. Secondly, we believe that the humanities are essential for the business leaders of today and tomorrow to manage global and diverse teams. Lastly, the humanities can help mitigate humanity's collective myopia, and foster a long-term vision and a broader view of business for the greater good.

At CKGSB, we inspire students to focus on the whole wealth cycle- not only to learn how to better compete

and collaborate, but also to focus on why they do business and what to do with their wealth for the greater good. **Hence, since 2010, we have been requiring our EMBA students to complete 48 hours of community and philanthropy work (equivalent to 6 days of course work), in order to graduate.** This initial experiment with our EMBA students was later extended to all degree programs at CKGSB in 2012. As a result, our students have cumulatively dedicated more than 165,000 hours of work to the community.



CKGSB has been expanding the traditional focal points of business schools and the notion of social responsibility by fostering social innovation, which we define as the collaboration among businesses, governments, multilateral institutions, non-profit organizations and civil society to develop and deploy effective and innovative solutions in addressing humanity's most challenging issues.

In 2017, we started offering a compulsory social innovation module, because we believe that key issues facing humanity cannot be solely addressed by the business, government or non-profit sector alone, but rather require collaboration among all parties to effectively address them. In 2018, social innovation became a required module for all programs across our school. In 2021, the 'Social Innovation and Business for Good' Field Course, led by Professor of Marketing Zhu Rui (Juliet), started as a core course in the school's Executive MBA program. This one-year, socially-minded field course requires students to initiate ESG practices in their companies or organizations.

To support aspiring and ambitious professionals to pursue management education, advocate social innovation and generate positive social change,

we have been offering philanthropy scholarships, besides other merit-based scholarships, to outstanding civil society and NGO leaders. Since 2018, this full-tuition philanthropy scholarship has been awarded across all degree programs, including MBA, Executive MBA, and Business Scholars Programs.

Today, the School is working with partners worldwide to create a global ecosystem for fostering a **new generation of unicorn companies with a renewed and enhanced emphasis on global responsibility, social purpose and long-term perspective.** This global ecosystem will play a critical role in tackling the issue of income and wealth inequality, diminishing social mobility and sustainability (including climate change).

Economic disruption can be gauged by two factors: first, the rise of unicorn (and





We believe that economic disruption is central to economic development and social advancement, and it plays an important role in promoting upward social mobility (particularly for young people), which is highly important for both developed and developing economies.

soon-to-be unicorn) companies and newly emerged large-scale companies, such as Fortune Global 500 enterprises, as well as the pace and scale of wealth-making, reflected by newly-minted billionaires as reported by Forbes. To foster such disruptions, since 2015, CKGSB has been working with prominent companies, such as Alibaba, Amazon, Bytedance, Baidu, JD.com, Microsoft (China), SenseTime, Tencent and leading venture capitals, to develop unicorn and soon-to-be-unicorn companies. **As a result, this ecosystem has developed more than 1,000 founders and co-founders of companies with Series A funding to more mature start-up companies, including 39 unicorn companies listed on CB Insights (2017-2022).**

Building on its success in China, CKGSB extended this initiative to Europe since 2016, delivering **11 sessions that have helped more than 200 global entrepreneurs, who represent 159 companies across 30 industries and 37 countries, to develop into potential unicorns.**

Going forward, CKGSB seeks to extend its unicorn programs to other markets and regions, including South Korea, Japan, Southeast Asia, Europe, Latin America, the Middle East and Africa.

In the future, we seek to work with schools, businesses, governments, civil society and multilateral institutions worldwide to continue pushing the boundaries of business education and play a constructive role in addressing some of the most pressing challenges facing the global community.

Particularly in light of climate change and the ramifications of the COVID-19 pandemic, it has become more urgent and imperative for business schools to play a catalyst role in advancing cooperation among the different stakeholders. More than ever, we need globally-minded and socially-responsible business leaders, who can compete with compassion and empathy. We, at CKGSB, will continue to stay positive, future-oriented and innovative in driving that agenda forward.

What makes us different?



Full-time World-class Faculty

Most of our 40+ full-time professors held tenured positions at top academic institutions worldwide - such as the University of Michigan, MIT, Darden School of Business, Wharton, and Yale - prior to joining CKGSB. They provide a global perspective to our programs.



Original Research, Unrivaled Insights on China and RCEP

CKGSB produces original research and insight into doing business in and with China, as many of our professors sit on the boards of Fortune 500 companies and have taken up key positions at world-renowned companies. CKGSB offers more than 500 reports and case studies that explore issues like the digital economy, innovative business models, social innovation and sustainable development.

Influential Alumni Network

More than 18,000 entrepreneurs, industry leaders and executives of multinational corporations have chosen to study at CKGSB's programs. More than half of our alumni are at the CEO or Chairman level and, collectively, lead one-fifth of China's most valuable brands. Many iconic entrepreneurs have also chosen to join CKGSB programs that aim to foster a new generation of economic disruptors.

CKGSB's faculty members teach courses across the school's 6 worldwide locations, including:



Beijing



Shanghai



Shenzhen



Hong Kong



London



New York



Social Innovation

CKGSB goes beyond the traditional boundaries of business schools to foster social innovation through the collaboration of businesses, governments, multilateral institutions, non-profit organizations and civil society, to address humanity's most challenging and often systemic issues - such as income and wealth inequality, social immobility and sustainability.



Learning Platform

We have collaborated with more than 40 globally-renowned institutions to build an interdisciplinary platform with programs that cut across business and economics, science, technology, public policy, geopolitics and social innovation, in order to help business leaders achieve growth that is economically, socially and environmentally responsible.

Our Vision, Mission & Values



To become a world-class business school delivering innovative courses in management education.

To cultivate transformative business leaders with a global vision, social responsibility, innovative mindset, and the ability to lead with empathy and compassion.

Integrity: We act with integrity and honesty in accordance with the highest academic, professional and ethical standards.

Innovation: We strive to be innovative and to produce original knowledge for the benefit of society.

Inclusion: Diversity and inclusion are embedded in our work.



CKGSB in Numbers

• Faculty

40+

Full-time, resident professors

50%

Previously tenured at top schools

110

Global academic awards

120+

Papers published in 60+ renowned journals

• Alumni

18k+

Chinese business leaders

50%

are at the Chairman or CEO level

20%

of China's most valuable brands are run by our alumni

4000+

Past participants of English Executive Education programs

• Students

3000+

Degree and non-degree students enrolled annually

38

Founders of unicorn companies listed on CB Insights (2017-2022) have studied at CKGSB

1200+

Entrepreneurs in CKGSB's start-up ecosystem

• Partners

Interdisciplinary partnerships with

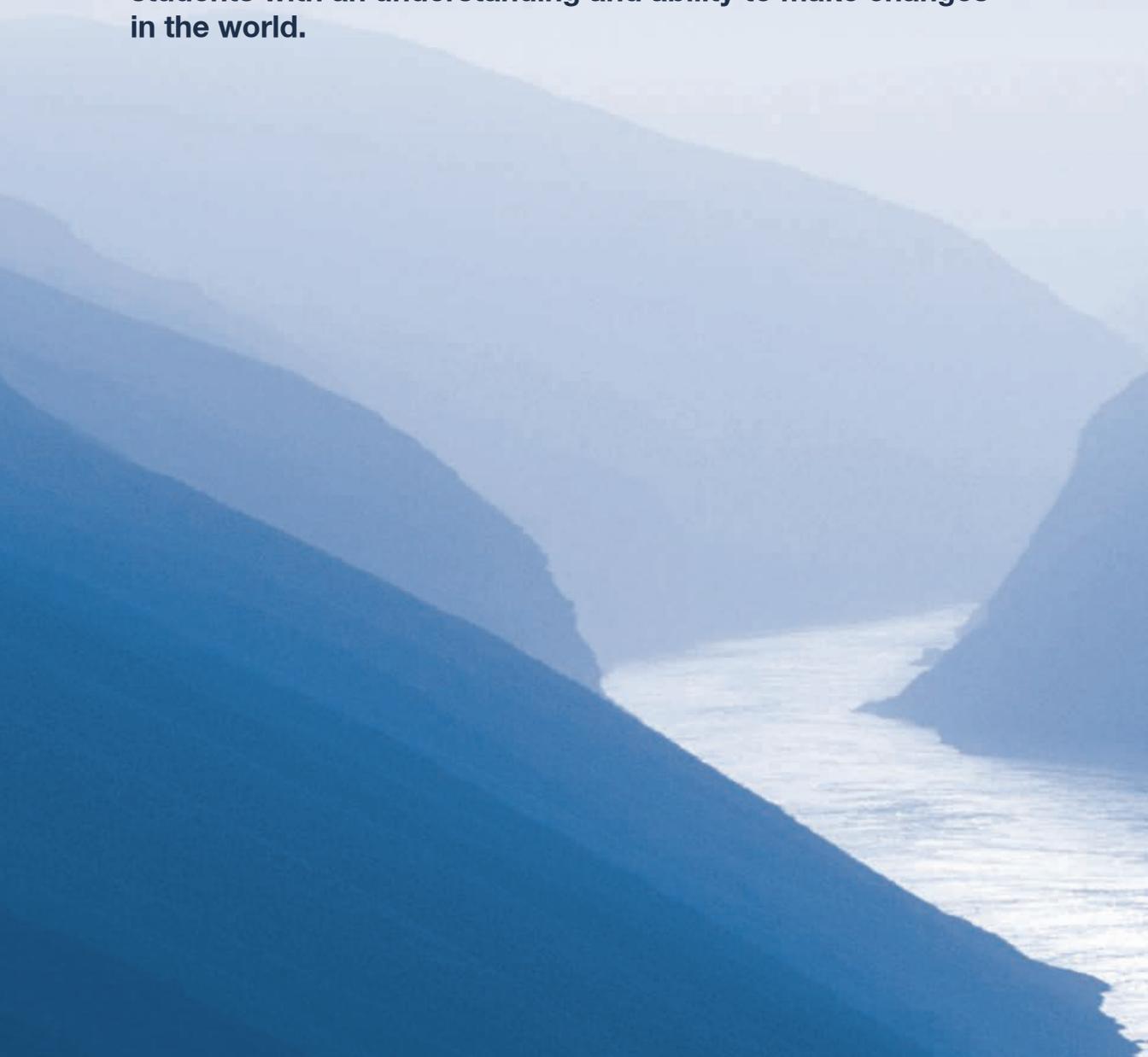
40+

Leading universities and global institutions

CKGSB and UN PRME

CKGSB has been a proud signatory to the Principles for Responsible Management Education (PRME) since November 24, 2008.

PRME is a United Nations-supported initiative founded in 2007, created as a platform to raise the profile of sustainability in schools around the world, and to equip today's business students with an understanding and ability to make changes in the world.



As a signatory, we commit to upholding PRME's Six Principles, which are reflected throughout our work described in this ESG Report, including:



Principle 1 | Purpose

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and work for an inclusive and sustainable global economy.



Principle 2 | Values

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



Principle 3 | Method

We will create educational frameworks, materials, processes, and environments that enable effective learning experiences for responsible leadership.



Principle 4 | Research

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.



Principle 5 | Partnership

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.



Principle 6 | Dialogue

We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global responsibility and sustainability.



Programs & Courses

At CKGSB we help experienced executives and young professionals navigate business amidst today's uncertainties. The idea of **responsible management** has been embedded in the entire education system at CKGSB. Oriented toward a **sustainable future**, CKGSB prepares students to succeed globally and advance societal development.

Degree Programs

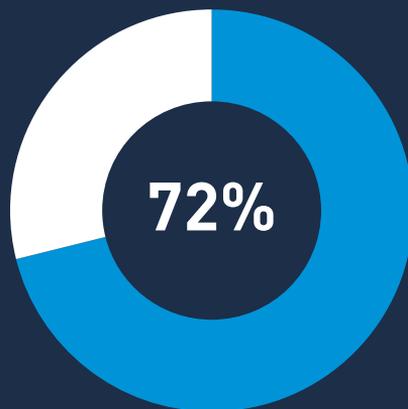


Executive MBA

Degree Program

[Learn more](#)

A two year, part-time Chinese-language program, the EMBA is CKGSB's flagship program for senior business leaders and entrepreneurs to understand China's economic transformation and global reform.



72% of EMBA students are at the C-suite level at some of China's largest private, state-owned and multinational companies.

Program Learning Goals



Business Knowledge



Humanistic Spirit and Social Responsibility



Global Vision



Innovative Mindset

EMBA Curriculum Mapping

EMBA Program Learning Goals & Objectives		Business Knowledge	Global Vision		Humanistic Spirit & Social Responsibility		Innovation Mindset
S/N	Core Courses	1.1	2.1	2.2	3.1	3.2	4.1
1	Financial Innovation & Risk Management	●					●
2	Innovation for Public Welfare & Sustainable Business Development					● ●	
3	New Vision, New Thinking and New Strategy about Globalization		● ●	● ●			
4	China in the Global Economic Context	●	● ●	● ●			
5	Financial Markets and Investments	●					
6	Business Negotiation	●					●
7	Internet Business Model Analysis						● ●
8	Information Technology & Sustainable Competitiveness of Organizations	●				●	●
9	Traditional Chinese Culture and Management		●		● ●		
10	Corporate Strategies	●					● ●
11	Innovative Thinking, Approaches and Practices						●
12	Principles of Management	● ●					
13	Simulation Exercise of Corporate Management	●					
14	Leadership: from Self-awareness to Incentivizing Others				●		
15	Building Psychodynamic Models for Entrepreneurs				●		
16	Corporate Finance I	●					
17	Corporate Finance II	●					
18	Operations Management	●					
19	Organizational Behavior I	●			●		
20	Organizational Behavior II	●			●		
21	Human Resources Management	●			●		
22	Marketing	●					●
23	Advanced Marketing	●				●	
24	Management Accounting	●					
25	Financial Accounting and Statements	●					
26	Business Analysis & Value Investing	●					
27	Global Macro Economy	●	●				
28	Theory and Practice of Socialist Economy					●	

Note:
 ● shows that the course is aligned with the learning goal and learning objective.
 ● ● shows that the course will be/has been assessed in the Assurance of Learning.





Integrated MBA

Program Track

[Learn more](#)

As one of the flagship programs of CKGSB, the part-time Integrated MBA program offers several program tracks with different focuses – the General Management MBA, Finance MBA (FMBA), and Master of Entrepreneurship and Technology Innovation (METI).

We also offer a dual-degree MBA program in collaboration with the Carey Business School of the Johns Hopkins University.

Program Tracks with Different Focuses



General Management MBA



**Master of Entrepreneurship and
Technology Innovation (METI)**



Finance MBA (FMBA)



Dual-degree MBA program



General Management MBA

Program Track

This track fosters next-generation business disruptors and entrepreneurs seeking to deepen their understanding in the latest business trends and challenges in management with in-depth electives in culture, finance and investment, smart manufacturing, entrepreneurship innovation and general management.

General Management MBA Program Learning Goals

S/N	Learning Objectives	Business Knowledge		Analytical Skills & Decision-making		Innovation & Leadership		Communication Skills	
		1.12	.1	2.23	.1	3.2	4.14	.2	
Core Courses									
1	Managerial Economics	●	●●	●●					
2	Financial Accounting	●	●	●					
3	Statistics for Managers	●	●						
4	Macroeconomics	●●	●						
5	Operations Management	●	●●	●●					
6	Organizational Behavior	●●	●●	●●	●●	●●			
7	Corporate Finance	●	●	●					
8	Leadership and Motivation					●●	●●	●●	
9	Strategic Management		●	●	●	●	●●	●●	
10	Marketing Management	●					●●		
11	Investment	●	●						
12	Business Simulation	●	●		●				●
13	Managerial Accounting	●	●	●					
Elective Courses									
14	Strategic Investment	●	●	●					
15	Financial Statement Analysis	●	●						
16	Entrepreneurship				●	●	●	●	
17	Equity/Fixed Income Derivatives and Their Applications	●	●						
18	Consumer Behavior in China		●	●					●
19	Marketing Research	●	●						
20	Operations Strategy	●			●	●			
21	Strategic Marketing in China			●		●			●
22	Strategies of Entering China Market: Alliances and Joint Ventures	●	●			●			
23	China in the Global Economy	●							
24	Cross-Cultural Management					●	●	●	
25	China's Transformation and Its Global Implications	●							
26	Culture's Impact on Values and Behavior					●	●	●	
27	The Future of Made in China	●	●		●				
28	The New Developments in Chinese Financial Market	●			●				
29	New Media Marketing & Electronic Commerce	●			●●				
30	VC & Entrepreneurial Finance	●	●						
31	Quantitative Investment	●	●		●				
32	Pricing Strategy		●		●				●
33	New Media Marketing & Electronic Commerce II	●			●				
34	Negotiation		●				●	●	
35	Advanced Corporate Finance	●	●						
36	Customer Relations Management		●●	●●					
37	Branding		●		●		●	●	
38	Innovation		●		●		●	●	
39	Building up your career and team benchstrenght					●	●	●	
40	Joint Case Project								●
<p>Note: ● shows that the course is aligned with the learning goal and learning objective. ●● shows that the course will be/has been assessed in the Assurance of Learning.</p>									





Dual-degree MBA

Program Track

[Learn more](#)

This hybrid program will confer a Master of Science in Finance from Johns Hopkins Carey Business School and a Master of Business Administration from CKGSB.



FMBA

Program Track

[Learn more](#)

This track is tailored for upcoming managers and entrepreneurs in China's finance sector to understand business and economy with a strategic finance management mindset.



METI

Program Track

[Learn more](#)

This track is delivered in Shenzhen in collaboration with UC Berkeley and the Songshan Lake Xbot Park - China's leading R&D center for industrial robotics. This program centers on **artificial Intelligence (AI)**, **smart manufacturing** and **smart products**, and is tailored for entrepreneurs with a background in engineering and a startup idea that they develop throughout the program.

Non-degree Programs



Igniting Innovation for Impact

Non-degree Program

[Learn more](#)

This program draws together the different strands of impact innovation and provides a leadership lens that supports participants to understand how they can create long-lasting and genuine impact through their roles and organizations.



>3000

Degree and non-degree students enrolled annually at CKGSB.



ASEAN New Economy Leadership Program

Non-degree Program

[Learn more](#)

This program helps students understand the business landscape in China and ASEAN countries at a time of global economic change. It also explores strategies to promote business expansion in China and the ASEAN member states.



No Poverty



Zero Hunger



Good Health and Well-being



Quality Education



Gender Equality



Clean Water and Sanitation



Affordable and Clean Energy



Decent Work and Economic Growth



Industry, Innovation and Infrastructure



Reduced Inequalities



Sustainable Cities and Communities



Responsible Consumption and Production



Climate Action



Life Below Water



Life on Land



Peace, Justice and Strong Institutions



Partnership for the Goals



Carbon Peaking and Carbon Neutrality Program

Non-degree Program

[Learn more](#)

As China vows to bring its emissions to a peak before 2030 and to become fully carbon neutral by 2060, reaching carbon neutrality has also become a top priority for companies across China. Against this backdrop, CKGSB offers a program that is especially designed for entrepreneurs and business leaders, to help them answer some of the problems they face on the road to net zero.





The High-quality Development Training Program for Social Organizations in Shenzhen

Non-degree Program

This one-year program aims to equip social organization leaders with an industrial and socially innovative mindset, and to explore national benchmarks of innovation in terms of social governance and contributions to people's livelihoods.

With the innovative programs taught by our world-class faculty, we offer unique insights and practical skills in entrepreneurship and business management that contribute to the global and long-term good of society.

Our degree programs also offer courses that are clearly aligned with **UN's SDGs**.

Social Innovation and Business for Good Field Course

In 2021, CKGSB rolled out an innovative, one-year field course on ‘Social Innovation and Business for Good’ in the EMBA program.

Based on the idea of ‘**Challenge Based Learning**’ (CBL), this field course allows students to pinpoint real societal problems, explore solutions under the guidance of mentors and professors, reform a core part of their business to be socially responsible and turn that into a sustainable project in the companies they lead.



“The key purpose of this course is to move from solely teaching theory to pushing students one step further to practice business for good by taking action, and really making a difference in their organizations.”

ZHU Rui

Professor of Marketing and Director of the Social Innovation and Business for Good Center at Cheung Kong Graduate School of Business (CKGSB)

Facts and Figures

800+

EMBA student attendees

100+

Mentors (business leaders, NGO practitioners and professors)

20+

Operational staff

By doing so, these business leaders discover innovative solutions to systemic societal problems, find new business frameworks and consequently contribute to the development of the economy, society and nature.

Selected Mentors



OUYANG Hui

Professor of Finance,
Associate Dean for Executive
MBA Program, CKGSB



LI Qing

Researcher at School
of Humanities, Tongji
University



LIU Xiaolin

Vice-president of Lenovo,
Chairman of Lenovo Foundation



YUAN Jiakai

Alumnus of Business Scholars
Program, Vice-President and
China Chief Representative of
United Way Worldwide.



CHEN Ke

Alumnus of Business Scholars
Program, Chief Operation
Officer of ANTA Sports



ZHANG Guofeng

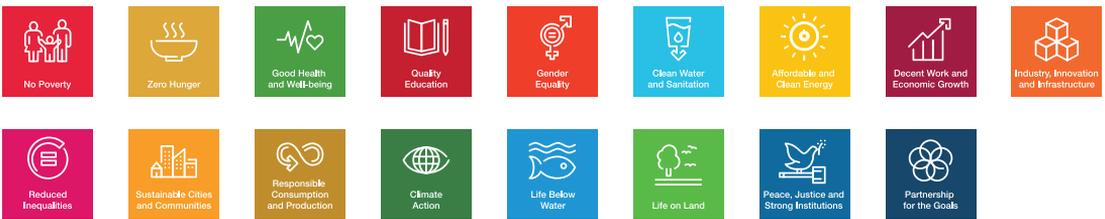
Alumnus of EMBA, Founder
and President of Shenzhen
Yanmade Technology Co., Ltd



The course requires EMBA students to establish sustainable business mechanisms in their companies and practice the concept of social innovation in their everyday operations.



In this course, students are required to incorporate the social value of business activities into their corporate strategies, business development and resource allocation.



Innovation for Public Welfare & Sustainable Business Development

Compulsory Course |
1 credit | EMBA

This course encourages students and entrepreneurs to contribute to sustainable development by achieving a balance between business and public welfare. It uses case studies to introduce the concept of sustainable development and why companies should adopt a sustainable strategy.



The Humanities in Business Education

We have introduced the humanities into our business curricula since 2005 because we believe that subjects such as global history, religion and different philosophical traditions are essential for the business leaders of today and tomorrow to manage global and diverse teams.



The humanities can help foster a collective long-term and broader view of business to benefit the greater global good.

Traditional Chinese Culture and Management

EMBA Course

This compulsory course teaches students how ideas in Confucianism, Legalism, and Taoism can be used to govern countries and states.

We offer similar courses in the MBA program:



Cultural Impact on Values and Behavior

MBA Course

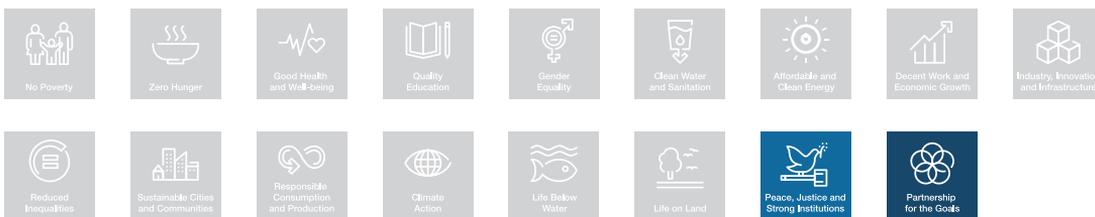
Humanities Course- History of Science, Industrial Aesthetics, New Commercial Concept of Wealth

MBA Course



Traditional Chinese Culture and Management

MBA Course



Breaking the Mold



New Vision, New Thinking and New Strategy about Globalization

Core course | 2 credit | EMBA

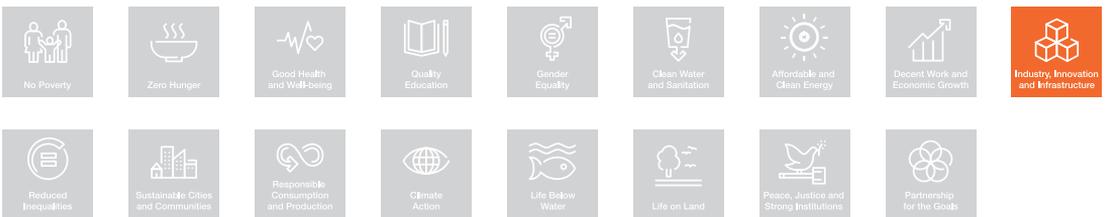
This course guides students to think about how Chinese enterprises should cope with today's globalized world, and how to manage new trends and practices in accordance with business environment.



Innovative Thinking, Approaches and Practices

Core course | 1 credit | EMBA

This course helps students grasp the theory behind innovative thinking and management in China's business landscape. It starts with an analysis of Chinese and Western thinking and systems for innovation, followed by an in-depth look at business models and product innovation. Subsequently, students will learn how to transform and implement innovation within their own corporations.





Practice

At Cheung Kong Graduate School of Business, we believe in practicing the theories we teach. We also encourage our students to apply what they have learned in the classroom sustainably to their own businesses and corporations.

Projects Led by CKGSB



Ji'an Project

Ji'an, located in the central part of China's Southeast Jiangxi province, used to have five impoverished counties and 570 impoverished villages.

To enhance public welfare and give back to society, CKGSB launched three projects in 2017, which contributed to **poverty alleviation** in Ji'an.

CKGSB wanted to leverage its core business - education and business management - in inclusive and socially innovative ways to build a platform that integrates government, industry, local enterprises, and CKGSB's alumni ecosystem, in order to improve access to basic community services, reduce the impact of disasters and raise the standard of living in Ji'an.



After years of cross-sector cooperation between governments at all levels, CKGSB and its alumni, as well as local residents of Ji'an, in April 2019, the Jiangxi Provincial Government confirmed that all 5 of the counties in Ji'an had been successfully lifted out of poverty. In 2020, CKGSB received the "Outstanding Poverty Alleviation Case in China" award from China's State Council's Poverty Alleviation Office and People's Daily for its efforts in Ji'an.



Elderly and Youth Activity Center

After visiting the county, CKGSB discovered that most young and middle-aged people in the county needed to work outside the district to support their

families. However, many were hesitant to do this as it meant leaving behind the elderly and the young.

In March 2019, the “Elderly and Youth Activity Center” officially opened

CKGSB donated RMB 910,000 to construct a community care center

To improve access to basic services, CKGSB donated **RMB 910,000** to construct a community care center at the junction of three villages so that the young and the elderly are taken care of when other family members are working.

In March 2019, the **“Elderly and Youth Activity Center”** officially opened. The center, covering an area of 2,100 square meters and a building area of 755 square meters, consists of apartments, a study room and a large multipurpose space designed for leisure, entertainment, fitness and learning.



Gougu Tea

CKGSB's Ji'an initiative also educated and aided the community by establishing a complete commercial chain of operations of Gougu tea in Suichuan county of Ji'an.

The innovative model developed by CKGSB enables poor households in the county to receive a stable income by farming and selling Gougu tea.



By educating the local community on the commercialization of tea, CKGSB played a key part in lifting farmers out of poverty. Through CKGSB's help in commercializing the local sale of the Gougu tea via e-commerce platforms, sales revenue totaled 1,194,739 RMB with a profit of 28,1975 RMB by 2021. This profit directly supported 152 households in the province.

CKGSB extended the project scope of the Gougu tea project to support the county's local high school graduates to study tea and sustain a career in working in the production of the county's tea sales. CKGSB provides scholarships of 20,000RMB per graduating high school student to study at the Zhangzhou Vocational College of Science and Technology to attain skills in the tea industry to further aid the district in the commercialization of tea.

Because of its efforts in Ji'an, CKGSB received the "**Outstanding Poverty Alleviation Case in China**" award from China's State Council's Poverty Alleviation Office and People's Daily in 2020.

The Ji'an project was carried out for five consecutive years benefitting more than 150 local entrepreneurs, some of whom have developed their businesses into publicly listed companies. These businesses have made important contributions to the economic and social development of Ji'an.



From 2011 to 2020, Jiangxi province's total GDP increased from less than RMB 900 billion to more than RMB 2.5 trillion.

Selected Company Initiatives

Guoguang Commercial Chains:
Self-upgrade with scientific management philosophy

CE-Link Ltd:
A leading manufacturer of phone accessories and cables in China

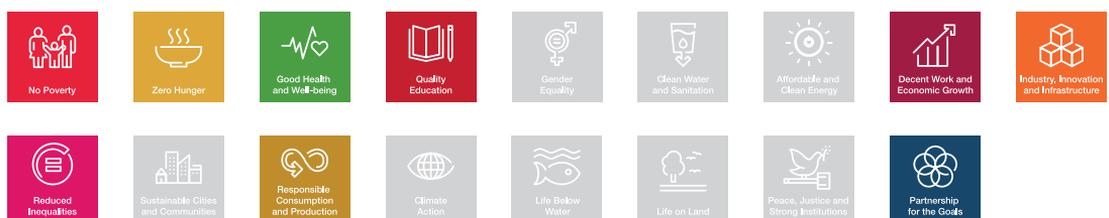
Health industry in Xiajiang county: Resource integration from farmers to pharmaceutical companies

Ji'an Model: Greater Potential Ahead

**How can the Ji'an model of social innovation be further replicated?
And what can we learn from this model?**

- 01** Local governments need to create a suitable business environment.
- 02** Industrial policies should be well thought out, and industrial cooperatives should adapt to local conditions.
- 03** Leading enterprises should cooperate and combine resources.
- 04** Related sectors should take advantage of experts and professional talents.

At present, CKGSB has replicated this project model in Hengshui, Hebei province, and hopes to promote this inclusive and socially innovative model in more underdeveloped areas in the future in order to contribute to rural revitalization, common prosperity and regional development.





CKGSB's MBA Professor Training Program for Western China

In the last 20 years since our establishment, CKGSB has been growing with and witnessing the rapid development of management education in China. However, we have also noticed areas in need of improvement, especially in Western China, where educational institutions lack financing, talent and other resources, as compared with their peers in Eastern China.



CKGSB has trained more than 400 MBA Professors from over 50 universities across 20 underdeveloped provinces in China.

Since 2007, CKGSB has been working with the China National MBA Education Supervisory Committee on an annual training program for MBA professors from universities in the lesser developed areas of Western China. The purpose is to **narrow the management education gap** between Eastern and Western China.

Each year, CKGSB sends some of our most

seasoned professors to share their teaching methodology, latest research and case studies on topics such as accounting, management and organizational behavior.

In 2020, 69 professors from universities across Western China attended the training that CKGSB offered, with 90% of the participants finding the training "relevant and useful to the challenges of MBA teaching."

[Learn more](#)



Actions Led by Students/Alumni



CKGSB Alumna Tang Zhanxin and Her NGO Supporting the Beijing 2022 Olympics - Responsibility Actions Driven by Students

Among the 1,251 flowers used on the 2022 Beijing Games, more than 500 were produced by over 150 disabled people from the Hope House for People with Spinal Cord Injury.

The Beijing 2022 Olympics and Paralympic Winter Games kicked off on February 4 and March 4, 2022. At the award ceremonies, as athletes were guided onto the stage to accept their awards, the audience noticed that the bouquets they were holding were different from those used before – they were all hand-woven woolen flowers.

The Hope House, a nonprofit that aims to help people with the spinal injury condition have a normal life, was co-founded by CKGSB EMBA alumna Tang Zhanxin, who suffers from spinal injuries after a tragic car accident.



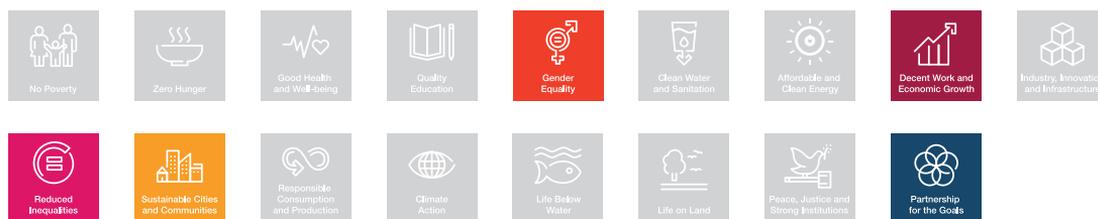
The Hope House, a nonprofit that aims to help people with the spinal injury condition have a normal life, was co-founded by CKGSB EMBA alumna TANG Zhanxin, who suffers from spinal injuries after a tragic car accident.

In August 2021, the Beijing Disabled Persons' Federation approached CKGSB alumna Tang Zhanxin and asked if her team could help make some handmade woolen products, which were later revealed as the Olympic bouquets. In the following three months, Tang worked with her team of 150 disabled people from across Beijing to make bouquets for the Winter Paralympics.

Since 2020, the Beijing government and the Beijing Organizing Committee for the 2022 Olympic and Paralympic Winter Games have been employing Tang's team to test accessible facilities and provide

assessments and supervision plans. Tang and her team of 30 people with disabilities traveled to hotels, venues and transportation hubs to check if existing accessible facilities complied with government regulations and put together a report offering suggestions to the government.

In addition to the government, construction companies have also been keen to use Tang's services to help with the construction of accessible facilities.



”

“I really hope that one day when people see us, they don't see our wheelchairs or the grief we experience, but see us as capable (despite our disabilities) and wonder what else they can do to help us become even more capable.”

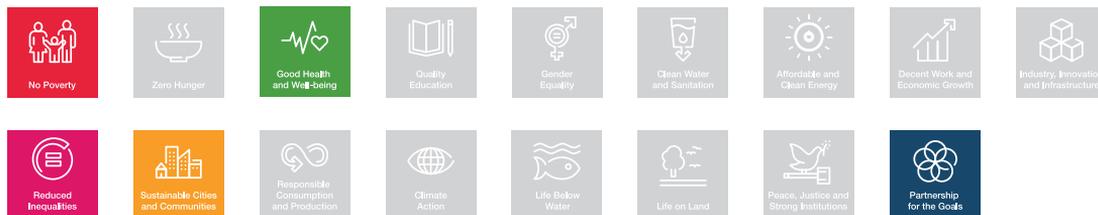
TANG Zhanxin, co-Founder of Hope House, CKGSB alumna



CKGSB Alumni Associations Training Social Workers for the Elderly Left-behind in Mountain Villages

The project is an award-winning project of **the 2021 CKGSB Philanthropy Award**.

With an aging population becoming an increasingly serious social problem in China, the elderly left-behind in rural areas have become more vulnerable. For five years now, CKGSB's alumni associations and clubs have cooperated with governments in rural areas in Western China to build a public welfare system for the elderly. This project has equipped 86 villages and communities in Western China with social workers to care for the elderly. About 1,800 local volunteers have been trained to provide services to 2,600 households and 3,700 left-behind elderly people in Shaanxi, Yunnan and Chongqing.



Student Projects from the “Social Innovation and Business for Good” Field Course



“Decent Work, Prosperity for All”

ZHANG Hong, CKGSB EMBA

Student, Executive Director of Chengdu Hanquan Drink Co., Ltd.

Adhering to the **UN SDGs of Goal 8: Decent work and economic growth** and the spirit of **business for good**, this project is set to provide work opportunities to people with disabilities.

Chengdu Hanquan Drink Co., Ltd. is a company responsible for the production and sale of bottled water and has a higher degree of automation of the production lines. Zhang Hong, who runs the company, believes that it is good opportunity to provide suitable jobs for people with disabilities as most of the production is not labor-intensive.

”

“We want to hire more people with disabilities. This will provide them with an opportunity to develop their talents and realize their self-worth.”

ZHANG Hong, CKGSB EMBA Student,
Executive Director of Chengdu Hanquan Drink Co., Ltd.

From July to September 2021, the company finished the recruitment, induction and training of these employees. The recruited employees with disabilities are not only active in relatively simple physical labor positions such as security and cleaning, but also in positions that have certain requirements for technology and their own knowledge

background, such as finance and equipment maintenance.

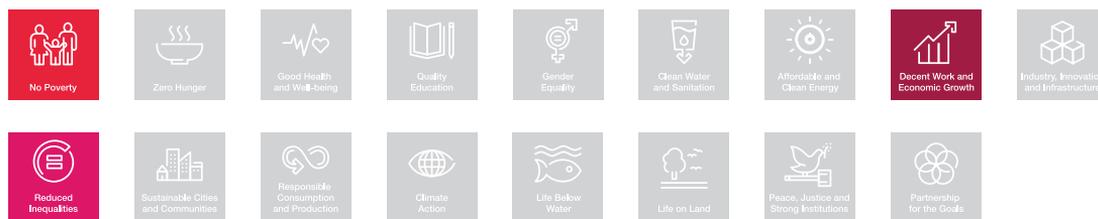
Zhang found that these employees could not only complete the assigned work conscientiously, but also achieved them to the same high standards as most other employees.

”

“Rather than granting financial aid, it makes more sense to teach them a skill, that allows them to support themselves and add their value to society.”

ZHANG Hong, CKGSB EMBA Student,
Executive Director of Chengdu Hanquan Drink Co., Ltd.

In the future, Zhang Hong plans to replicate the model of this project to other subsidiaries of the group. In 2022, the model was launched in the Shenyang branch.





Recyclable Use of Takeaway Food Containers

REN Tao, EMBA student, President of Shanghai Xinxianghui Catering Management Co., Ltd.

In 2020 alone, Shanghai Xinxianghui Catering Management Co., Ltd. said it has used over three million plastic food containers for takeaway and delivery orders.

While the Chinese government has begun to advocate the use of environmentally friendly food containers, the company also started to think about the increasing pollution of plastics on the environment.



“As a well-known responsible catering brand, we must assume the necessary social responsibility.”

REN Tao, EMBA student, President of Shanghai Xinxianghui Catering Management Co., Ltd.

In early 2021, the company began to test various environmentally friendly food containers and finally chose aluminum ones, which can be recycled or reused after cleaning by consumers.

From March to July 2021, all of the company's restaurants have finished replacing the old

containers with the aluminum ones. This has helped save over 500,000 plastic containers, and is expected to reduce about 7,000,000 plastic boxes in 2022.

Meanwhile, this change has also resulted in an increase in the repurchase rate of customers.

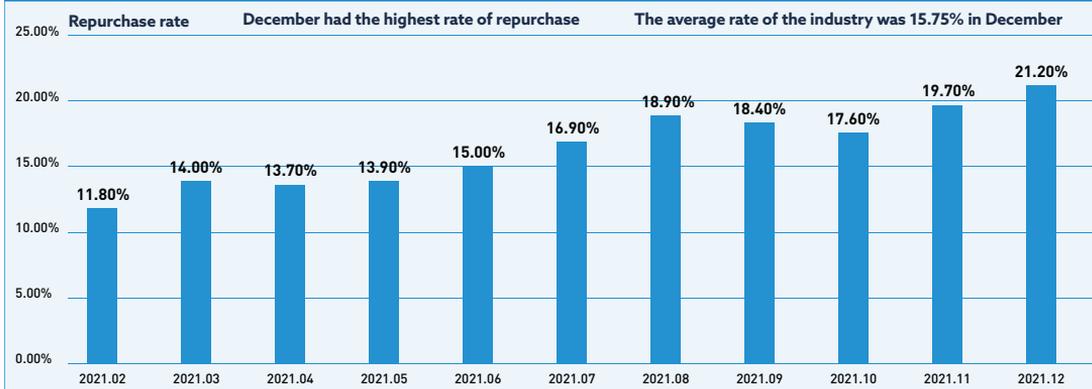


> 500,000
plastic containers
were saved

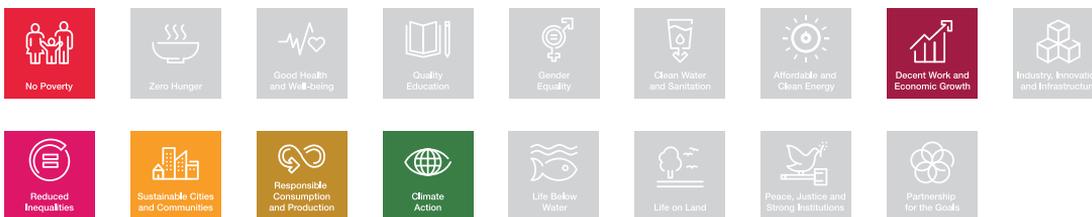
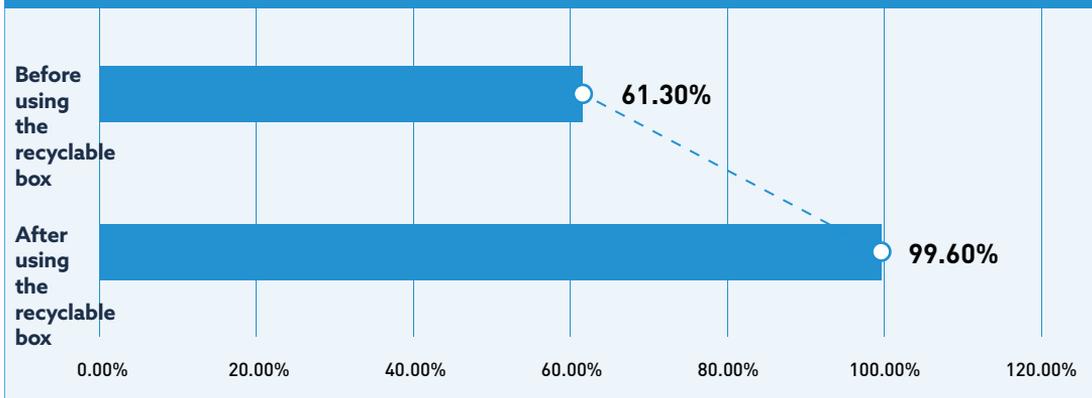


7,000,000
plastic boxes are expected
to be reduced in 2022

Repurchase Rate Variation



Favorable Rate for Packaging





Research

With 20 specialized **research centers** and a Case Center, CKGSB has been producing in-depth research on topics such as social innovation, sustainable development, digitalization, globalization, entrepreneurship and emerging markets.

[Learn more](#)



The following sections provide a snapshot of some of the research carried out by our academics within areas related to sustainable development, in the form of publications, books and case studies.



Principle 4 | Research



We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.



Paper: Trans-boundary Air Pollution Spillovers: Physical Transport and Economic Costs by Distance



Brian VIARD
Associate Professor
of Strategy and Economics,
Executive Academic Director
for MBA Program, CKGSB
PhD, University of Chicago

Areas of Expertise:

- Industrial Organization
- Environmental Economics
- Applied Microeconomics
- Economics of Competitive Strategy

Co-author: Professor FU Shihe
from Xiamen University

Co-author: Professor ZHANG Peng
from The Chinese University
of Hong Kong



In 2022, Professor Brian Viard published a paper in the Journal of Development Economics on the relationship between trans-boundary air pollution and economic development.

Ambient air pollution is estimated to have generated costs equal to 4.4% of global GDP in 2016. Low- and middle-income countries are particularly affected, with 92% of all air pollution-related deaths estimated to occur there. Governments are struggling to implement strategies that will curb air pollution without stifling economic activity.

In the paper, Viard and his co-authors quantified how large the inter-regional air pollution spillovers are and how deeply they exert their impact on the region's manufacturing productivity.



“We believe the government can use our research to reevaluate the geographic scope of environmental regulation and come up with incentives to be provided to local governments to reduce pollution most efficiently.”

Brian Viard, Associate Professor, CKGSB

Highlights



Estimates the economic costs of trans-boundary pollution spillovers vs. local effects



Uses a two-stage least squares method to accommodate daily and annual data



Emphasizes the need for cross-provincial environmental policies

[Learn more](#)



No Poverty



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Good Health and Well-being



Quality Education



Gender Equality



Clean Water and Sanitation



Affordable and Clean Energy



Decent Work and Economic Growth



Industry, Innovation and Infrastructure



Reduced Inequalities



Sustainable Cities and Communities



Responsible Consumption and Production



Climate Action



Life Below Water



Life on Land



Peace, Justice and Strong Institutions



Partnership for the Goals



Paper: “She-cession” after the COVID-19 Pandemic



ZHANG Xiaomeng
Associate Professor of Organizational Behavior, Associate Dean for Executive Education Programs, Director of Research Center of Leadership, Behavioral Science & Psychology, CKGSB PhD, the R.H. Smith School of Business at University of Maryland, College Park

[Learn more](#)

Areas of Expertise:

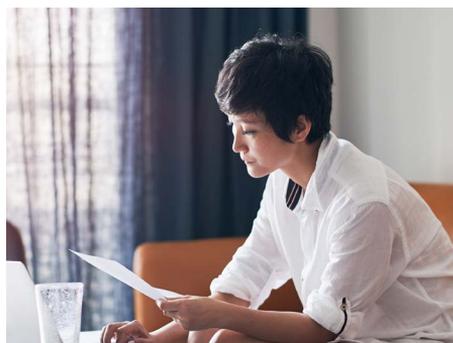
- Corporate Governance
- Creativity and Innovation
- C-suite Motivation
- Empowerment
- Interactional Relationships
- Leadership
- Leader Support
- Motivation

“She-cession” denotes a recession that disproportionately affects women more than men.

The COVID-19 pandemic, which started in 2020, has had a huge impact on the gender balance: not only do women have longer work hours than men, they also face greater pressure on earnings. Statistics from multiple sources also show that the pandemic is the only recession in more

than 30 years that has resulted in higher unemployment rates for women than men.

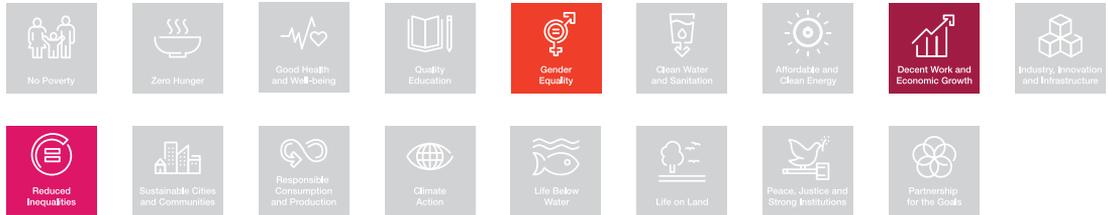
Meanwhile, CKGSB Professor Zhang Xiaomeng and her team have continued to conduct research on the psychological resilience of business leaders in China, and found that female leaders and executives show higher levels of psychological resilience than men at the same level when facing greater stress.



Professor Zhang Xiaomeng found that female leaders and executives show higher levels of psychological resilience than men at the same level when facing greater stress.

For “**she-covery**” and the recovery of the whole society, Professor Zhang calls for providing women in the workplace with smoother promotion paths and greater empowerment and growth opportunities.

She also calls for strengthening the protection of women’s rights and interests in the family.



Book: Enterprises of the Future: A Three-step Approach for Sustainable Business



ZHU Rui

Professor of Marketing, Director of Social Innovation and Business for Good Center, Director of Common Prosperity and Social Innovation Center, CKGSB
PhD, University of Minnesota

Areas of Expertise:

- Social Innovation
- ESG and Business for Good
- Branding
- Consumer Behavior,
- Consumer Information Processing and Psychology
- Design and Structural Effects of Physical Environment,
- Innovative Business Models

Business can create wealth, drive employment, promote invention, and produce new technologies and social culture. However, if a company only pursues financial benefits, it will bring about a series of social problems.

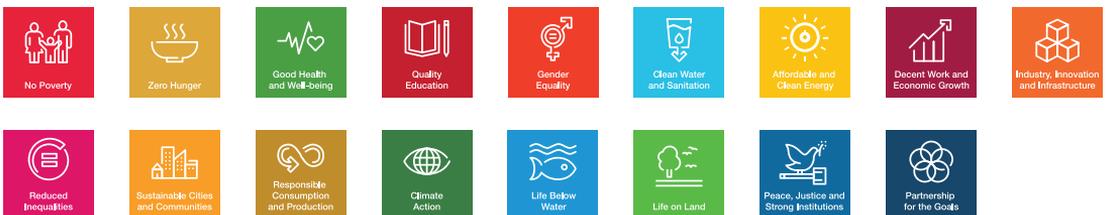
So, what does a “good company” look like? How can an enterprise not only create wealth to satisfy its own development, but also create an ideal living environment

for human beings and adapt to the development of the future era? What kind of enterprise will society need in the future?

Based on her research and teaching experience, Professor Zhu has proposed a vision of the good enterprise of the future, and provided a feasible methodology to achieve such goal.



In her book published in 2020, Professor ZHU Rui systematically reviews the evolution of the understanding of the social role of enterprises from theoretical and business perspectives.





Case Study: The Road to Poverty Alleviation



FAN Xinyu
Assistant Professor
of Economics, CKGSB PhD, University
of California, Los Angles (UCLA)

[Learn more](#)

Areas of Expertise:

- Game Theory
- Political Economy
- Industrial Organization
- Economic History

Under the guidance of Assistant Professor of Economics Fan Xinyu, CKGSB's researcher Yan Min, studied how the Xinxian county in China's Henan province was lifted out of poverty. This case study is based on an MBA field trip.

In 1983, 82% of the Xinxian county's residents lived below the poverty threshold, but on August 8, 2018, the Henan provincial government announced that Xinxian was officially no longer on its list of impoverished counties.



This case study looks at **three key aspects** that made poverty alleviation happen, the parties involved and how the measures were implemented:



Better and targeted labor training and exploring job opportunities overseas

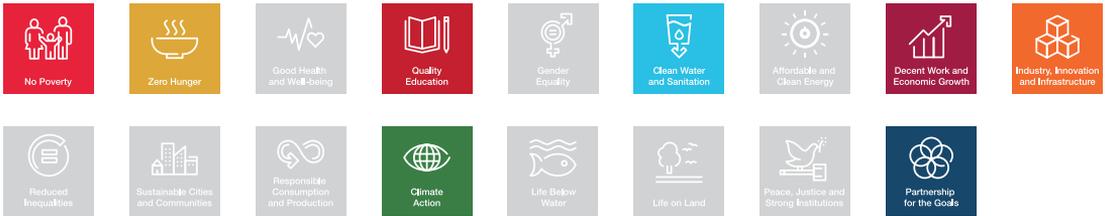


Developing rural tourism



Creating synergy between poverty alleviation authorities and local enterprises in policymaking and execution

[Learn more](#)



The Xinxian county accomplished this mainly through a mix of initiatives to develop its **tourism, farming, education and manufacturing sectors.**



Industry for Good Initiative

CKGSB has long been paying attention to environmental, social and governance (ESG) issues, with the aim of helping business leaders achieve sustained outcomes that drive value and fuel growth, whilst strengthening our environment and societies. In recent years, we have continued to innovate by pushing for social innovation—a necessary partnership across sectors and industries to collectively find solutions for society’s gravest challenges.

Working with leading Chinese companies in various key industries to set ESG standards and practices for businesses, CKGSB has embarked on the Industry for Good Initiative to encourage companies to

follow such standards and showcase how they meet them through ESG reports.

In May 2022, CKGSB launched the first part of its Industry for Good Initiative focused on China’s gaming industry.

CKGSB, together with China’s listed and leading domestic companies in the gaming industry, systematically refined the five dimensions necessary to enhance China’s video game industry, namely: protection of minors, cultivation of a positive gaming literacy, the promotion of cross-sector social innovation, cultural dissemination and adherence to public morals, and the establishment of a socially-beneficial industry environment.



“The original intention of CKGSB to launch this initiative was to reach a consensus with leaders in China’s gaming industry on a series of business for good issues that go beyond the existing industry standards from the perspective of academic research. By guiding the ESG practices of gaming influencers, they will be able to realize commercial value while creating social value, thereby promoting an enhanced and more sustainable development of the gaming industry and becoming an important force for social progress.”

ZHU Rui, Professor of Marketing, CKGSB

CKGSB is also preparing to launch the second part of its Industry for Good Initiative, which will focus on the food and beverage sector.

In order to guide and regulate Food & Beverage enterprises to integrate ESG practices in their core business, CKGSB has organized a series of seminars with a focus on existing international mainstream sustainability standards and ESG issues related to catering enterprises.

CKGSB, in cooperation with pioneers in China's food and beverage sector, regulators and industry associations, has launched the "China Food and Beverage Industry Business for Good Initiative". Six issues have been raised, including:



Food safety



Supply chain management



Employee development and welfare



High-quality Korean products and services



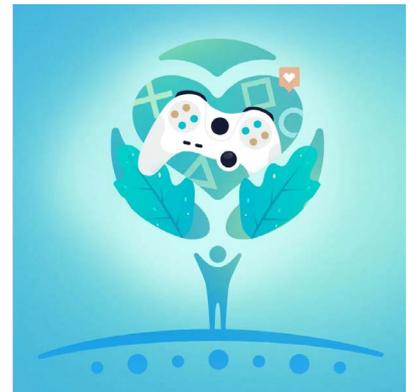
Environmental impact



Others

学术影响力打造--商业向善行业研究

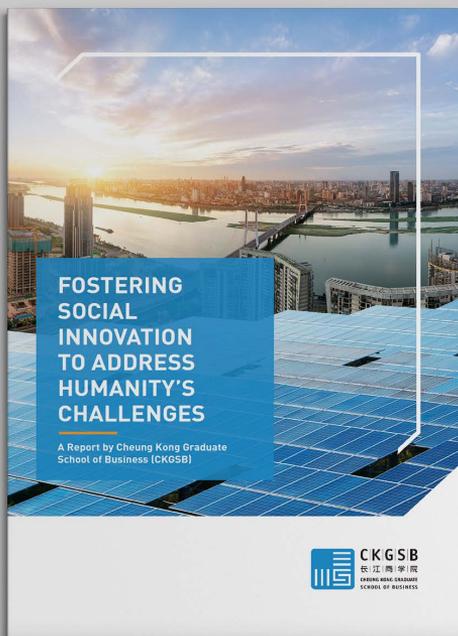
- 举办四场行业研讨会，联合游戏餐饮行业领军企业，共创形成《中国企业商业向善倡议》报告
- 2022年度已有2家相关上市公司迅速引用参考长江研究成果发布相关2021年度ESG报告
- 2023年将有更多的头部企业使用起来，从而推动越来越多的企业用长江的研究成果发布持续发展报告，推动行业的向善发展！





Insights

CKGSB provides a wide variety of global insights based on a firm foundation of research, with a particular emphasis on China. Our world-class faculty members - who have a unique bi-cultural perspective - conduct independent research into many sectors of business and economic life, resulting in original knowledge and views.



Report: Fostering Social Innovation to Address Humanity's Challenges

December 2021

CKGSB published a report on "Fostering Social Innovation to Address Humanity's Challenges" in December 2021.

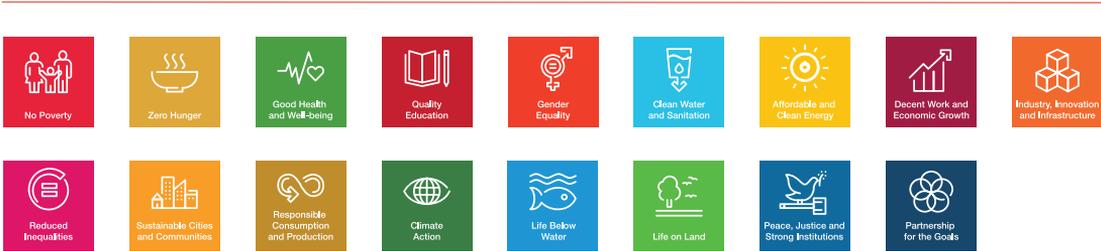
Working with partners across the international business sector, global think tanks, multilateral organizations and academia, CKGSB published this report on social innovation, which we define as the collaboration among businesses, governments, multilateral institutions, non-profit organizations and civil society to develop and deploy effective and innovative solutions to humanity's most challenging issues.

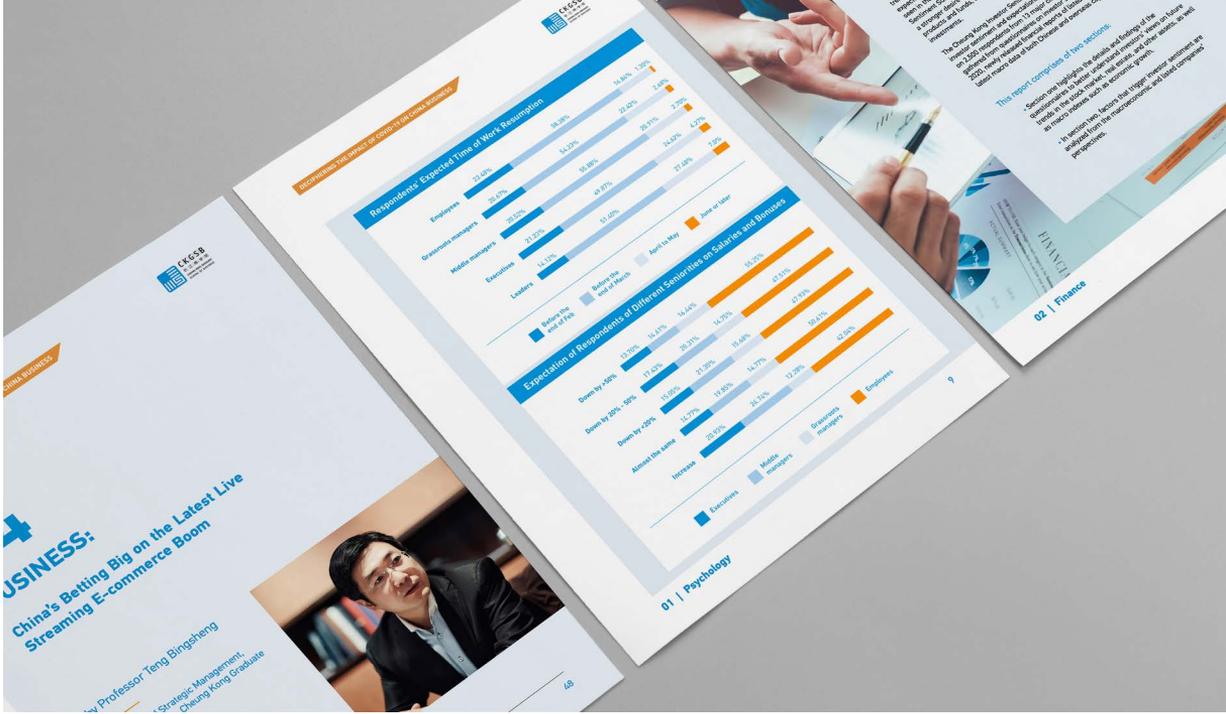
Drawing on the multitude of perspectives and best practices, the report offers practitioners and organizations a holistic understanding of how social innovation can be applied across sectors, why it matters and what global thought leaders are doing to enact change, which could offer potential solutions to some of the world's gravest socioeconomic and environmental issues.

The report includes 23 articles from contributors across a range of organizations, including the United Nations, the World Bank, ExxonMobil,

PWC, Arup, Accenture, United Way Worldwide, Caixin Global, The Economist, Unilever, the University of Cambridge and CKGSB.

[Learn more](#)





Report: Deciphering the Impact of COVID-19 on China Business

[Learn more](#)

December 2020

Drawing on its world-class faculty and unrivaled China insights, CKGSB published the digital report to decipher the impact of COVID-19 on China business. CKGSB professors explore the effects of the pandemic through five critical themes: psychology, finance, economy, business and the environment.





Article: Seeking Common Prosperity From a Global Perspective

November 2021



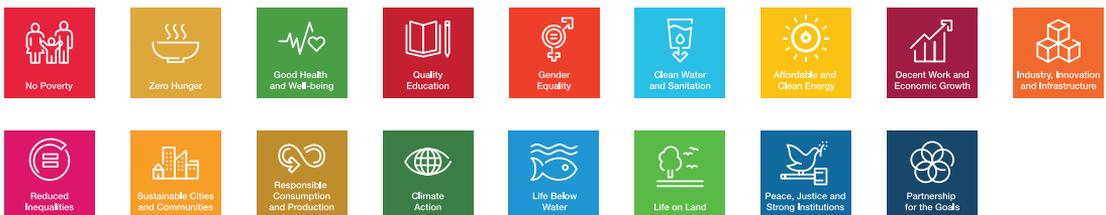
By **XIANG Bing**
Founding Dean & Professor
of China Business
and Globalization, CKGSB

While the world has developed at a rapid speed over past several decades, it has also witnessed a massively uneven distribution of income and wealth, and a decline in social mobility, alongside a number of other issues.

Wealth inequality in China is also among the most serious in the world. In response, China has proposed a target of **promoting common prosperity** for the stability and long-term development of its economy and social harmony.

Faced with future global changes and the impact of disruptive technology, this article focuses on the issue of how to achieve common prosperity, based on the “Three Distribution” theoretical framework. Dean Xiang examines and reflects on the experience and lessons learned by different countries and regions from a more global perspective.

[Learn more](#)





Article: Chasing Carbon Neutrality

November 2021

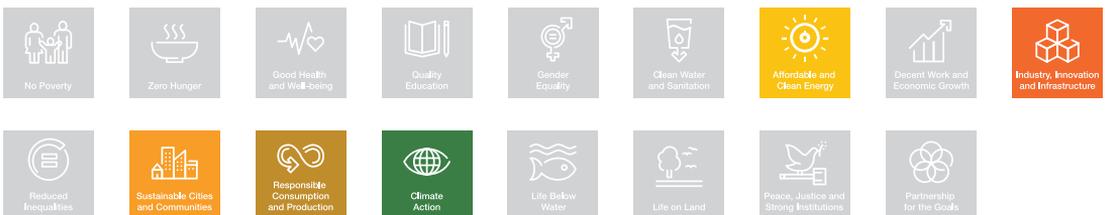


By **LIU Jing**
Professor of Accounting
and Finance, CKGSB

China plans to reach peak carbon emissions in 2030 and be fully carbon neutral by 2060. How will this impact economic activities? In this piece, Professor Liu Jing and Senior Researcher Duan Lei discuss several possible

approaches to address climate change, such as continuing to reduce the cost of new energy, increasing the price of carbon emissions and using the market to solve the problem.

[Learn more](#)



Article: Five Channels of Opportunities in the EV Market

April 2022



By **LIU Jing**
Professor of Accounting and Finance, CKGSB and **LI Zhen**,
Chairman and CEO of Gotion Hi-tech Co.

The development of electric vehicles (EV) is playing an important role in paving the path to **carbon neutrality** for China and the world. In light of new zero-carbon energy plans set out by governments and the electrification schedules of major automobile companies, it is anticipated that by 2030 the market penetration rates of EV's will reach 40-50%,

and by 2050, almost all fuel vehicles will be replaced by electric vehicles.

The transition to electric vehicles will not only affect traditional car companies themselves, but also deeply affect industry upstream and downstream in the value chain. This also opens up new channels of opportunities.

The Five Opportunities in the EV Sector

- 01** The Blowout Growth of the EV Battery Industry
- 02** Electric Vehicles Enter a New Era of Competition
- 03** Developments in Software and Digitalization will be a Major Trend
- 04** The Maturation of Autonomous Driving
- 05** The Radical Changes in the Automotive Ecosystem

[Learn more](#)



No Poverty



Zero Hunger



Good Health and Well-being



Quality Education



Gender Equality



Clean Water and Sanitation



Affordable and Clean Energy



Decent Work and Economic Growth



Industry, Innovation and Infrastructure



Reduced Inequalities



Sustainable Cities and Communities



Responsible Consumption and Production



Climate Action



Life Below Water



Life on Land



Peace, Justice and Strong Institutions



Partnership for the Goals



Article: The Future of Sustainable Business in China

April 2021



An interview with **ZHU Rui**
Professor of Marketing,
Director of Social Innovation
and Business for Good Center,
Director of Common Prosperity
and Social Innovation Center,
CKGSB

In 2021, we sat down with Prof. Zhu Rui to talk about the trends in sustainable businesses in China, how companies can incorporate sustainability in their business strategies, and why it matters.



Incorporating ESG into businesses often means more innovation, which will in turn lead to growth in the long run.



Companies that take on more social responsibility in troubling times, such as during the ongoing pandemic, will gain more respect and brand awareness from consumers and the public.



As companies need to consider multiple stakeholders, including their employees, customers,

the community and the supply chain, a **three-step model** on how businesses can operate for the greater good will be useful.



Businesses can look into the UN's SDGs for inspiration and find the right type of social issues to tie into their business.



The need to be socially innovative will be the new focus among Chinese businesses in the foreseeable future.

[Learn more](#)

A Three-step Approach to Build Sustainable Businesses



Step 1

Companies must embrace a mission and vision that mutually benefits multiple stakeholders.



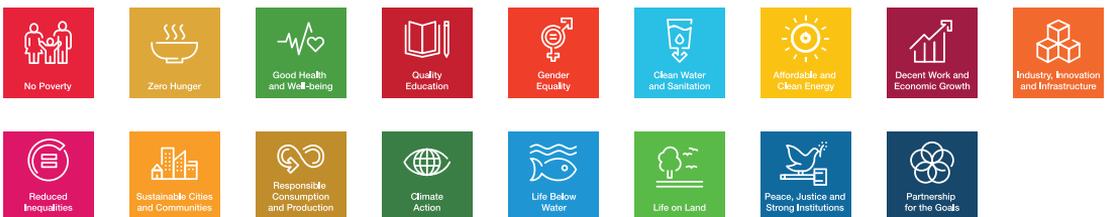
Step 2

They must identify their expertise and find out how that intersects with social problems.



Step 3

They must have a comprehensive governance structure to ensure that rules and mechanisms are in place to achieve their mission.





Partnerships & Dialogues

Partnerships



Principle 5 | Partnership

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.



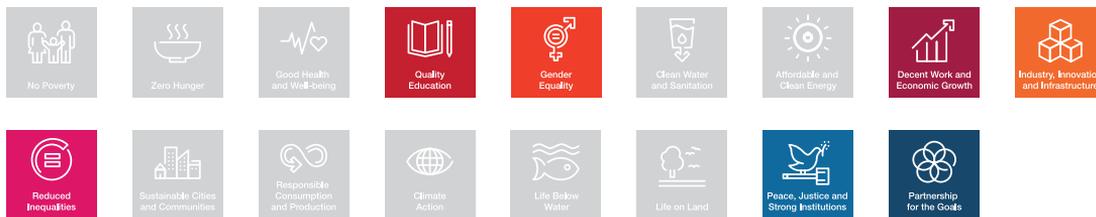
CKGSB & UNESCO Team Up to Cultivate Economic Disruption in Africa



[Learn more](#)

With a memorandum of understanding (MoU) signed in December 2021, CKGSB and the **United Nations Educational, Scientific and Cultural Organization** (UNESCO) will work together to create a program and events (such as the Women in Leadership Forum (African Edition)) to empower African government officials,

young entrepreneurs and female leaders, with a focus on fostering economic disruption, social mobility, generating more STEM (Science, Technology, Engineering and Mathematics) talent, improving gender equality and creating more unicorn companies.



”

“The idea of economic disruption is central to economic development and social harmony, as it is indispensable in generating upward social mobility.”

Xiang Bing, Founding Dean and Professor of China Business and Globalization, CKGSB



CKGSB and RED CLUB x Cartier Collaborate on the Inaugural Young Leader Award



[Learn more](#)

In 2021, CKGSB and RED CLUB x Cartier collaborated on the Young Leader Award to **empower young entrepreneurial leaders and provide them with financial, mentoring and social support they need to succeed in the future**. Out of the 150 applications received from global talents, two young entrepreneurs from Germany

and India respectively won the award. CKGSB and the other Knowledge Partner ESCP Business School also jointly provided mentorship programs for the winning entrepreneurs leveraging the schools' expertise in fostering and accelerating start-ups and unicorn-to-be companies in Asia, Europe and beyond.





Partnerships & Dialogues

Dialogues



Principle 6 | Dialogue

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.



Advancing Gender Equality through CKGSB's Women in Leadership Forum

CKGSB has been hosting the flagship event Women in Leadership Forum annually since 2013, among which four editions were held in partnership with UN Women China, to **empower female leaders**, promote **gender equality** in the workplace, celebrate success stories and **offer opportunities** to create positive change.

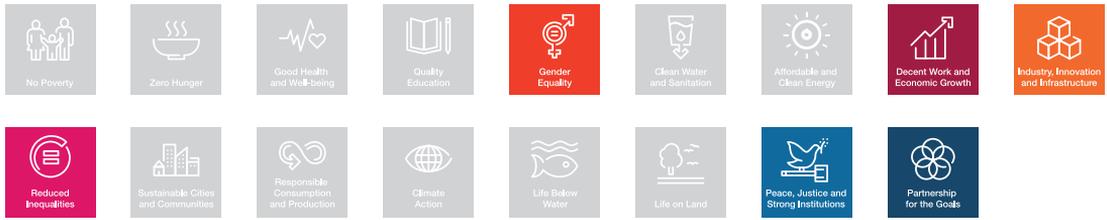
The Forum has thus far convened insights from 90 speakers across 14 countries, including Sheryl Sandberg (former COO of Meta and Facebook), Barbara Woodward (then British Ambassador to China), Sarah Serem (Kenyan Ambassador to China), Maria Gustava (Mozambique Ambassador to China) and Jean Liu (President of Didi Chuxing Technology Co) among others with an audience of more than 2 million online and offline viewers over the years.

Webinar: Fostering Gender Equality in Leadership Roles

On International Women's Day on March 8, 2021, CKGSB hosted a webinar on "Fostering Gender Equality in Leadership Roles". This webinar was an online edition of the Women in Leadership Forum.

[Learn more](#)

Extensive reading: CKGSB & UN Women Successfully Cohost 2019 Women in Leadership Forum



势道

大变局及全球视野下： 共同富裕的观察与思考

—— 第七届中国宏观经济论坛 · 2021年9月1日 · 北京 ——

项兵 博士
长江商学院创办院长，中国商业与全球化教授
bxiaang@ckgsb.edu.cn



Supporting Sustainable Economic Growth through CKGSB's China Economic Symposium

The CKGSB China Economic Symposium convenes global thought leaders to deliver insights on how to create sustainable economic growth both in China and globally.

Since 2015, this flagship event has been hosted in many cities across the world, from Beijing to London to Melbourne. The 7th China Economic Symposium was held virtually in September 2021.



The 2021 Symposium offered insightful perspectives on China's economic transformation and some of the challenges and opportunities China faces as it works towards carbon neutrality and technology innovation.

At the Symposium, CKGSB also launched its report **"China's Economy: Its Past, Present and Future"**. It features eight Chinese and global experts who weigh in

on the key trends and changes in China's economic development, the implications for international companies, as well as the challenges and opportunities its future holds.

[Learn more](#)

[Click here to read the report.](#)

[Learn more](#)

[Click here to learn more about the Symposium.](#)



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Zero Hunger



Good Health and Well-being



Quality Education



Gender Equality



Clean Water and Sanitation



Affordable and Clean Energy



Decent Work and Economic Growth



Industry, Innovation and Infrastructure



Reduced Inequalities



Sustainable Cities and Communities



Responsible Consumption and Production



Climate Action



Life Below Water



Life on Land



Peace, Justice and Strong Institutions



Partnership for the Goals

The Future of Sustainable Business

- How should companies enhance sustainability efforts post COVID-19?
- What role do they play in meeting the challenges in today's world?
- How can civil society collaborate with private enterprise and government organizations to achieve a sustainable and inclusive future?



Bruno ROCHE
Chief Economist, Mars, Incorporated
Founder, Economics of Mutuality



ZHU Rui (Juliet)
Professor of Marketing,
Academic Director for EMBA,
Director of the Social Innovation
and Business for Good Center,
Cheung Kong Graduate School of Business



ZHOU Li
Assistant Dean,
Cheung Kong Graduate
School of Business

Date & Time

June 22, 2020
8:00pm-9:30pm China Time
2:00pm-3:30pm CET
8:00am-9:30am EST

Language

English, with simultaneous
translation into Chinese

Supporting Organizations



Platform ZOOM

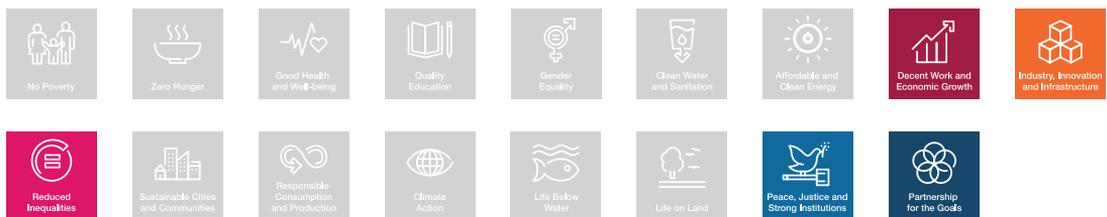
Offering Insights on the Future of Sustainable Business

In 2020, as countries responded to the devastation caused by the COVID-19 pandemic, private enterprises began discovering positive ways to address the gaps in our society.

The webinar, entitled **"The Future of Sustainable Business"**, was held on June 22, 2020. It featured Zhu Rui, Professor of Marketing at CKGSB, Bruno Roche, founder and leader of the Economics of Mutuality platform, and Zhou Li, Assistant Dean of CKGSB.

The pandemic has highlighted the positive impact that the private sector can make when they scale up efforts to be socially responsible.

[Learn more](#)



The Impact of COVID-19 on Businesses and the Chinese Economy Webinar

- What is the impact of COVID-19 on businesses in China?
- How and when do companies expect recovery?
- Where do opportunities lie for businesses?
- How is the labor market affected by the COVID-19 outbreak?
- How can governments improve business conditions?

Prof. Li Wei

Professor of Economics,
Associate Dean of MBA Program,
Director of the Case Center, CKGSB

2020 China Time

9:00AM-10:40AM, March 27th

2020 US EDT

9:00PM-10:40PM, March 26th

Greg Gilligan

Chairman, American Chamber of
Commerce in China;
Managing Director, PGA TOUR China

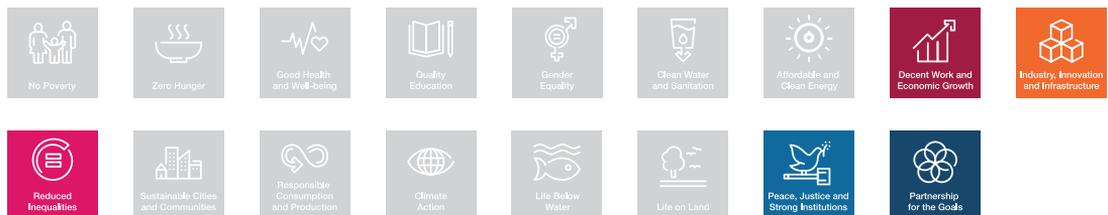
Shedding Light on the Impact of COVID-19 on Businesses and the Chinese Economy

In 2020, the impact of COVID-19 sent shock waves across global markets, with stock markets reaching lows not seen since the 2008 global financial crisis.

During this webinar, held in partnership with the American Chamber of Commerce in China, CKGSB Professor of Economics

Li Wei and Chairman of the American Chamber of Commerce in China Greg Gilligan explored the impact of COVID-19 on businesses in China, expectations on recovery and opportunities for businesses, the effects on the labor market, and how governments can improve business conditions.

[Learn more](#)



Contributing Insights on ESG and Social Responsibilities



Dean XIANG Bing

Contributed insights at the 5th Business and Philanthropy Forum. The event, held in Singapore, shed light on business succession, philanthropy and legacy planning, cross-sector investment, and global collaboration.

[Learn more](#)



Professor ZHU Rui

Gave a keynote speech at the event, China's ESG Landscape: Outlook and Insights, organized by Asia House. This event gathered experts from China and around the world to offer insights on China's global ESG reporting, its new environmental impact regulations and the future of ESG investment.

[Learn more](#)



Scholarships & Awards

CKGSB's Scholarships & Awards on Philanthropy



CKGSB was honored as a finalist for the United Nation's 2021 China Social Impact Awards for the 'Equality in Education Award,' chosen among more than 200 institutions, many of which are Fortune 500 companies. The award nomination recognized the School's work with the China National MBA Education Supervisory Committee to train MBA professors from

universities based in the less developed areas of Western China. In November 2019, CKGSB was awarded the China Social Impact Award in 'Poverty Alleviation' for its positive impact and efforts in reducing poverty in China. In 2019, CKGSB was also named a Finalist for 'Women's Empowerment Award' and 'Employee Engagement Award.'

Scholarships Offered by CKGSB



Philanthropy Scholarship for leaders and professionals of philanthropic or charitable organizations, available for EMBA and MBA applicants



Eleven types of scholarships for outstanding applicants, available for MBA applicants



Women in Leadership Scholarship, available for MBA applicants

CKGSB Philanthropy Awards

The CKGSB Philanthropy Awards, launched in 2014 to celebrate and applaud impactful and meaningful ESG projects, have received more than 1,300,000 online votes from students and alumni to date,

significantly advancing the culture of philanthropy within the School. In 2021, the CKGSB Philanthropy Awards received 116 applications for charitable projects, initiated by students and alumni across the School's degree and non-degree programs.



Awards and Recognitions by Third Parties

76 of Fortune China's 2021 Top 500 Companies are run by CKGSB alumni

11 of Fortune Global's 2021 Top 500 Companies are run by CKGSB alumni

20% of BrandZ Top 100 Most Valuable Chinese Brands are run by CKGSB alumni (in 2021)

16% of Forbes China's 50 Most Innovative Companies in 2021 are run by CKGSB alumni.

23 CKGSB alumni were named in Forbes China Philanthropy List in 2021, accounting for 23% of the list. Collectively, they contributed a total of 6.3 billion RMB in charitable donations, accounting for approximately 30% of the total found donated.

7 CKGSB alumni were named in Forbes China's "50 Best CEOs" list in 2021

11 CKGSB alumni were named in Forbes China's Top 100 Businesswomen list in 2021

12 CKGSB alumni were named in Forbes China's 50 Most Influential Chinese Business Leaders list in 2022



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