

# CHEUNG KONG GRADUATE SCHOOL OF BUSINESS 长江商学院



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Accurate at the time of printing in July 2020

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© Dr. Xiang Bing, Founding Dean and Professor of China Business and Globalization, teaching at CKGSB's Beijing campus

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# INTRODUCTION

Cheung Kong Graduate School of Business (CKGSB) is the preeminent choice for management education among influential business leaders and a new generation of disruptors in China. It is also the preferred institution for academics returning to China from globally-leading business schools.

Since its establishment in November 2002, CKGSB has aimed to

**cultivate transformative business leaders with a global vision, a humanistic spirit, a strong sense of social responsibility and an innovative mind-set.**

Today, CKGSB stands apart from other business schools for its:

- Full-time world-class faculty and research excellence
- Unrivalled China insight
- Unparalleled alumni network in China

As a leading business school in Greater China, CKGSB is transforming itself into a truly global business school. It has been:

- Positioning itself for East Asia (China, Korea, Japan and ASEAN countries) with unmatched insight and alumni network
- Fostering a global ecosystem for next-generation economic disruptions that promotes entrepreneurship and innovation
- Emphasizing social innovation to inspire future business leaders to be socially minded.





# CKGSB IN NUMBERS

## ● Faculty

40+

Full-time, resident professors

50%

Previously tenured at top schools

58

Global academic awards

100+

Papers published in 60+ renowned journals

## ● Alumni

14k+

Chinese business leaders

50%

are at the Chairman or CEO level

25%

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

3000+

Participants of English Executive Education programs

## ● Students

1000+

Graduate students enrolled annually

35

Unicorns created and developed at CKGSB

40+

Industries represented by our students' companies

## ● Partners

Interdisciplinary partnerships with 40+

Leading universities and global institutions





# WORLD-CLASS FACULTY

CKGSB is China's first private, research-intensive and independent business school.

**CKGSB's more than 40 full-time professors are truly world-class as defined by research standing, educational background and past teaching and research experience at leading business schools globally.**

More than half of them previously held tenure or senior professorships at top business schools, such as University of Michigan, MIT, Darden School of Business, Wharton, and Yale.



© Dr. Sun Baohong, Dean's Distinguished Chair Professor of Marketing and Associate Dean for CKGSB Americas, teaching how to succeed in the fast-changing China market



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



**Beijing**



**London**



**Hong Kong**



**Shanghai**



**Shenzhen**



**New York**



## 58 International Academic Awards

- Inaugural Award for the Best Published Paper in the iFORM (interface of Finance, Operations, and Risk Management) to Professor of Operations Management and Associate Dean **Li Lede**
- Best Paper Award at the 12<sup>th</sup> Conference of Asia-Pacific Association of Derivatives awarded to Dean's Distinguished Chair Professor of Finance and Associate Dean **Li Haitao**
- Finalist status for the INFORMS John D.C. Little Best Paper Award to Dean's Distinguished Chair Professor of Marketing and Associate Dean **Sun Baohong**
- Review of Financial Studies Barclays Global Investors Michael Brennan Awards for three separate papers to CKGSB Professors and Associate Deans **Gan Jie, Liu Jing** and **Ou-Yang Hui**
- Distinguished Service Award of Management Science to Associate Professor of Marketing **Jing Bing**
- CKGSB Professors **Liu Jing, Teng Bingsheng, Cao Huining** and **Zhang Xiaomeng** are awarded by Elsevier as Chinese Most Cited Researchers
- Professor of Human Resource Management and Economics and Associate Dean **Wang Yijiang** ranked in the top 10% of Authors on SSRN by total new downloads
- The China Economics Prize awarded to Professor of Economics **Xu Chenggang**

## Selected Faculty Members



### CAO Huining

Professor of Finance  
and Chair of Finance  
Department

PhDs, UCLA and  
Yale University  
Previously taught:  
UC Berkeley



### GAN Jie

Professor of Finance  
Associate Dean for  
Technology Innovation  
and Entrepreneurship

PhD, MIT  
Previously taught: HKUST



### LI Haitao

Dean's Distinguished Chair  
Professor of Finance  
Associate Dean for  
Chinese/Finance MBA  
Programs

PhD, Yale University  
Previously taught:  
University of Michigan



### LI Lede

Professor of Operations  
Management  
Professor Emeritus at Yale  
University

PhD, Northwestern University  
Previously taught: Yale  
University, MIT, Northwestern  
University, HKUST



### LI Wei

Professor of Economics  
Associate Dean for Global  
MBA Program  
Director of Case Center

PhD, University of Michigan  
Previously taught:  
Duke University, University  
of Virginia Darden



### LIU Jing

Professor of Accounting  
and Finance  
Associate Dean for Business  
Scholars Program and  
Chuang Community

PhD, Columbia University  
Previously taught:  
UCLA



### MEI Jianping

Professor of Finance  
Associate Dean for Alumni  
Affairs and CKGSB  
Development Foundation

PhD, Princeton University  
Previously taught:  
University of Chicago,  
Princeton University, NYU



### OU-YANG Hui

Dean's Distinguished Chair  
Professor of Finance  
Associate Dean for EMBA  
Programs

PhDs, UC Berkeley & Tulane  
University  
Previously taught:  
Duke University, University  
of North Carolina





## Selected Faculty Members



### SUN Baohong

Dean's Distinguished Chair  
Professor of Marketing  
Associate Dean for CKGSB  
Americas

PhD, University of Southern  
California

Previously taught:  
Carnegie Mellon University



### TENG Bingsheng

Professor of Strategic  
Management  
Associate Dean for CKGSB  
Europe and Asia

PhD, City University  
of New York

Previously taught: George  
Washington University



### Brian VIARD

Associate Professor of  
Strategy and Economics

PhD, University of Chicago

Previously taught:  
Stanford University



### WANG Yijiang

Professor of Human  
Resource Management  
and Economics  
Associate Dean  
for Academic Affairs

PhD, Harvard University

Previously taught:  
University of Minnesota



### XIANG Bing

Founding Dean  
Professor of China Business  
and Globalization

PhD, University of Alberta

Previously taught:  
HKUST, Peking University



### YAN Aimin

Professor of Management  
Associate Dean for External  
Affairs, Campus Development  
and Administration

PhD, Pennsylvania  
State University

Previously taught:  
Boston University



### ZHANG Xiaomeng

Associate Professor  
of Organizational Behavior  
Associate Dean for Executive  
Education Programs

PhD, University of Maryland

Previously taught:  
American University



### ZHU Rui

Professor of Marketing  
Academic Director for  
EMBA Program

PhD, University of Minnesota

Previously taught: University  
of British Columbia



# UNRIVALLED CHINA INSIGHT

Thanks to the generous support of the Li Ka Shing Foundation, CKGSB produces and leads in original research and insight on doing business in and with China. Topics include:

- Competition and collaboration in China among state-owned enterprises, private companies and multinational corporations
- The global implications of China's development and the globalization of its companies
- Multinationals' strategies in China and their responses to economic disruptions from China

The majority of the school's faculty members pair cultural fluency and expertise on China economy and business with academic training and teaching at top global business schools, and are ideally positioned to interpret China with a global perspective and cutting-edge management thinking.

CKGSB's student and alumni network – a veritable 'who's who' in China business- represent the best, brightest, and most influential leaders in China, with more than half at the Chairman or CEO level. This elite network provides professors with on-the-ground access to China's thriving private sector and established state-owned enterprises.



© Dr. Gan Jie, Professor of Finance and Associate Dean for Technology Innovation and Entrepreneurship, presenting her Business Sentiment Index at CKGSB's annual China Economic Symposium



© Dr. Zhang Xiaomeng, Associate Professor of Organizational Behavior and Associate Dean for EE, giving a keynote speech on 'HER Leadership' at the annual Women in Leadership Forum

CKGSB professors have their fingers on the pulse of China's economy and business environment. Many of them sit on the boards of Fortune 500 companies, and three professors have taken up Chief Strategy Officer positions at Alibaba Group, Ant Financial and JD.com.



# CKGSB Research and Indices

CKGSB professors, together with the school's 16 research centers and Case Center, have produced a rich portfolio of 500 reports and case studies that explore issues like Chinese companies' globalization, multinationals' winning strategies in China, innovations of private Chinese enterprises and succession planning in family business.

CKGSB generates monthly, quarterly and annual indices and surveys that often serve as global indicators to China's economic conditions, including:

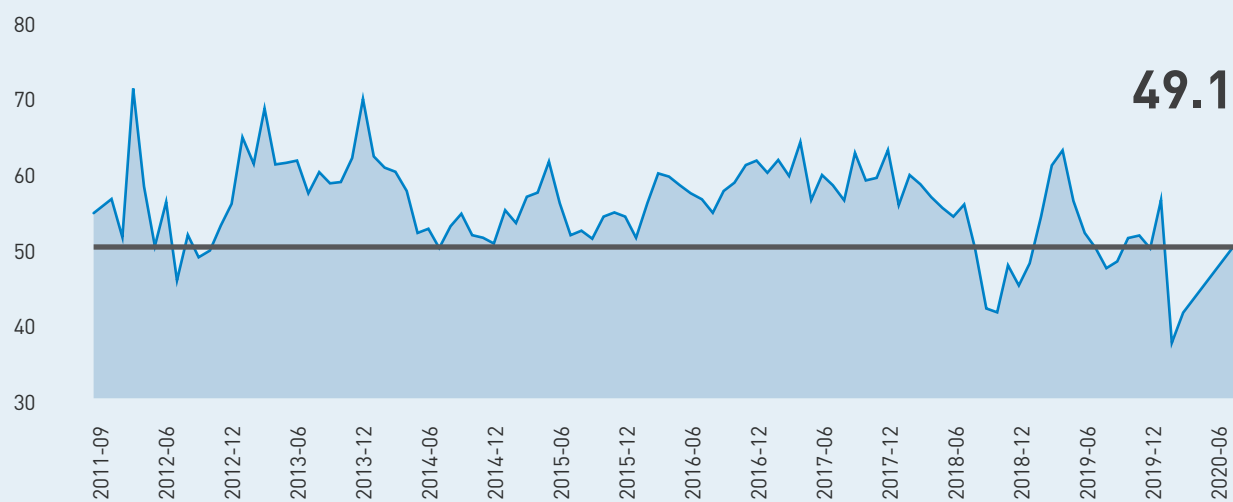
- **Business Conditions Index (BCI)**
- **Business Sentiment Index (BSI)**
- **Cheung Kong Investor Sentiment Survey (CKISS)**
- **China AI Index**
- **Research on Chinese Executive Leadership Transformation**

CKGSB professors also regularly analyze industry-specific topics, such as healthcare, environment and the economic impact of COVID-19 across sectors.



© Dr. Li Wei, Professor of Economics and Associate Dean for MBA, outlining the key findings of his Business Conditions Index at CKGSB's annual China Economic Symposium

## Business Conditions Index (June, 2020)



Source: CKGSB Case Center and Center for Economic Research

The Business Conditions Index (BCI) - widely followed globally as a key indicator of Chinese executives' sentiment on China's macroeconomic environment - is a set of forward-looking diffusion indices surveying 300+ Chinese business leaders on a monthly basis since 2011 on corporate sales, profits, financing, labor costs and inventory levels.



# INFLUENTIAL ALUMNI NETWORK

More than 14,000 successful entrepreneurs, industry leaders and executives of multinational corporations have chosen to study at CKGSB for its original China insight, world-class faculty and peer-to-peer learning with China's movers-and-shakers.

**More than half of our alumni are at the CEO or Chairman level and, collectively, lead one-fourth of China's most valuable brands.**

Many disruptors also choose to join CKGSB's Chuang Community - an economic disruption ecosystem that collaborates with Baidu, ByteDance, JD.com, Microsoft, Tencent and China's leading VC firms - resulting in 35 unicorns created at CKGSB.



© Dr. Liu Jing, Professor of Accounting and Finance and Associate Dean for Business Scholars Program and Chuang Community, with some Business Scholars Program students in an overseas learning module

**14k+**

Alumni, 50% of whom are at the Chairman or CEO level

**25%**

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

**35**

Unicorns were created at CKGSB in the last 5 years

**60**

of Fortune China's 2018 Top 500 companies are run by CKGSB alumni

**15**

Alumni listed in HBR China's 2018 "100 Best Performing CEOs"

**18**

Alumni listed in Forbes China's 2019 Philanthropy List

**50**

CKGSB alumni organizations worldwide

## Notable Alumni



**CHEN Yidan**  
Co-Founder, Tencent



**DING Shizhong**  
Founder, Chairman and CEO, Anta Sports



**GAO Yunfeng**  
President and General Manager, Han's Laser



**LI Dongsheng**  
Chairman and CEO, TCL



**Jack MA**  
Founder, Alibaba Group



**Cindy MI**  
Founder and CEO, VIPKID



**Ralph SPETH**  
CEO, Jaguar Land Rover



**WANG Xiaochuan**  
CEO, Sogou



**ZHOU Hongyi**  
President, Qihoo 360





“It is a daunting challenge for a business school to bring so many truly A-list business leaders together, but CKGSB has managed to hit another home run.”

**Jack MA**

Founder, Alibaba Group



“Our professors helped me create my business plan and I was paired with mentors from CKGSB’s Executive MBA Program, which offered one-on-one time with people who have extensive background in business.”

**Cindy MI**

Founder and CEO, VIPKID



“CKGSB’s faculty have real world insight, not just theory but practice and experience of working with international and Chinese companies.”

**Evans POSTON**

Commissioner of the Revenue, City of Norfolk



“CKGSB’s programs are informative, its research is well-recognized and its pool of students is a good representation of the business community in China. People from executive levels will particularly benefit from courses at CKGSB.”

**Duanzhi SHE**

Vice President, Government and Public Affairs, Nike Greater China



# GLOBAL INTERDISCIPLINARY LEARNING PLATFORM

To navigate today's era of disruptions, business leaders must be versed in knowledge and insight that go beyond the traditional domain of business and management. It is crucial for future business leaders to compete with compassion and empathy.

In light of this, CKGSB has strived to build a global learning platform with a focus on economic disruptions and social innovation that cut across disciplines.

**CKGSB works with more than 40 leading institutions worldwide across business and economics, science, technology, public and political policy, geopolitics and social innovation, in order to drive innovations that are economically, socially and environmentally responsible.**

Global institutions choose to collaborate with CKGSB because of the school's innovative approach to management education, out faculty caliber, alumni network and undisputed position in China.



© Students at a joint-program between CKGSB and Michigan Ross

## Selected Partner Schools

Berkeley  
ENGINEERING



Columbia Business School  
AT THE VERY CENTER OF BUSINESS™

COLUMBIA | ENGINEERING  
The Fu Foundation School of Engineering and Applied Science



HARVARD Kennedy School  
JOHN F. KENNEDY SCHOOL OF GOVERNMENT



M | MICHIGAN ROSS





# PIONEER IN SOCIAL INNOVATION

Extending beyond the traditional notion of corporate social responsibility, CKGSB strives to be a catalyst to bring together businesses, NGOs, civil society and governments to effectively collaborate on and address some of humanity's most pressing social issues, such as income wealth inequality, diminishing social mobility and sustainability.

Going beyond the boundaries of business schools, CKGSB inspires business leaders not only to learn how to compete and collaborate better, but also to focus on why they do business and how they apply their wealth for the greater global good.



© Dr. Zhu Rui, Professor of Marketing, Director of the Social Innovation and Business for Good Center and Academic Director for EMBA, sharing her insights on social innovation and accepting the 'China Philanthropic Enterprise of the Year Award' on behalf of CKGSB at the 2019 China Annual Conference on Philanthropy

## CKGSB's Unique Approach



In 2005, we pioneered the incorporation of the **humanities** into core business curricula to give students a more holistic view of business.

1.0



We set up the EMBA **philanthropy scholarships** in 2002, now awarded across all our degree programs to outstanding civil society and NGO leaders.

Since 2009, all degree students are required to engage in **philanthropic service** in order to graduate, resulting in a total of 150,000+ hours served.

2.0



In 2018, social innovation became a required module for all of our degree programs. We integrate **social innovation** with business innovation in order to address global issues, such as wealth inequality, social immobility and sustainability.

3.0



We are now working with partners across sectors to develop a global ecosystem for **next-generation disruptors** that are economically, socially and environmentally responsible, while embracing technologic innovation.

4.0



The background of the slide features a blue-tinted photograph of a group of graduates in academic regalia, celebrating and throwing their caps. A banner in the background reads "长江商学院 EMBA/MBA" (CKGSB EMBA/MBA). A large, stylized logo is visible in the upper right corner of the blue area.

# CKGSB PROGRAMS





Through innovative programs, CKGSB offers cutting-edge insight and practical skills in entrepreneurship and business management.

## Degree Programs

### Global MBA

14 months • Full-time & Part-time • English

A program fostering next-generation economic disruptions that are economically and socially beneficial, while offering coordinated degrees with Columbia Engineering, the Graduate Institute Geneva (GIG) and the University of Zurich.

### Chinese MBA

2 years • Part-time • Chinese

A master's degree program for young professionals looking to grasp trends in management, culture, finance and investment, smart manufacturing and entrepreneurship.

### Finance MBA

2 years • Part-time • Chinese

A master's degree program for business professionals and entrepreneurs looking to deepen their understanding of financial markets and corporate finance.



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

2 years • Part-time • Chinese

An interdisciplinary program for entrepreneurs seeking to gain business acumen to turn tech ideas into viable businesses.

### Executive MBA

2 years • Part-time • Chinese

A flagship master's degree program aiming to hone the leadership skills of experienced executives and connecting them with the program's 8,000+ alumni, 80% of whom are at the VP-level or above.



# Non-Degree Programs

## English-language Programs

### Programs on China business

#### Cutting-edge Insights from China

4 days • Part-time

A program offering the latest thinking and research about China to enable participants to navigate an era of uncertainties and disruptions.

#### China CEO

5 days • Part-time

An intensive program offering business leaders China-specific knowledge, connections to successful Chinese entrepreneurs, and opportunities to find the right business partners.

#### How to Retail to China Without Being There

5 modules in 5 weeks • Part-time

In partnership with WPP – the world's largest advertising and public relations firm, this online program details the practical knowledge on how to successfully penetrate the Chinese market, understand Chinese consumer behavior and how to access Chinese consumers digitally.

#### China Ready Certificate

3 months • Part-time

An online program giving participants a holistic understanding of China; going beyond the fundamentals of management, it covers innovative business models and positive disruptive innovations born out of China's two-decade economic growth.

### Programs on Next-generation Disruptions

#### China Start

5 days • Part-time

A program designed for entrepreneurs seeking to acquire China knowledge, connect with partners and successfully pitch for Chinese investment.

#### Impact Leadership in the Era of Global Disruptions

2 modules of 7 days each • Part-time

In collaboration with Churchill College at the University of Cambridge, this program develops future leaders to embrace and drive innovations for economic, social and global good in the long run.

### Programs on Family Businesses

#### Global Emerging Leaders in Family Enterprises

Part-time

A select leadership development opportunity for entrepreneurs from American, Chinese and global family enterprises.

#### Global Programs on Family Business Succession

Part-time

CKGSB is developing innovative programs in collaboration with INSEAD and the Wharton School of the University of Pennsylvania to be offered in English to family businesses worldwide.

### Industry-specific Programs

#### FinTech for Executives

Part-time

Curated in partnership with Brazil's leading business school, Fundação Dom Cabral, this virtual/in-person program enables Finance, IT and FinTech executives to make better informed decisions on digital transformations through analyzing the new global FinTech business landscape and emerging markets strategy.

#### Innovative Retail Strategies and Best Practices in Brazil, China and the U.S.

2 months • Part-time

Strategically designed in partnership with Brazil's leading business school, Fundação Dom Cabral, this program is held before and after the National Retail Federation event, and enables retail executives in Brazil, China and U.S. to leverage the latest developments in the global retail industry.

#### COVID-19-Driven Digitalization in Asia

4 modules in 4 weeks • Part-time

An online program designed for business professionals seeking to update their business model to actively embrace digitalization in an era of transformation.



### Program on ASEAN Region

#### ASEAN New Economy Leadership

1 year • Part-time

A program for ASEAN business and government leaders to understand and develop the business landscape between China and the ASEAN region.

### Customized Programs

#### China Immersion

Customized China modules for business schools' MBA or EMBA students that can be held at any of CKGSB's campuses in China (Beijing, Shanghai and Shenzhen) or a client-specified location. The program is customizable and typically one to two weeks in duration.

### Customized Programs

#### Boardroom Briefing

An intense program specially designed for global leadership teams whose future strategies are closely bound with Chinese economic growth.

#### Win in China

A series of China-related seminars designed for global executives to learn, network and succeed in China.





# Non-Degree Programs

## Selected Chinese-language Programs

### Business Scholars Program

5 years • Part-time

An elite program for Chinese senior executives with a scholarly perspective on business; 40% of program alumni run listed companies.

### Chuang Community

1 year • Economic Disruption Ecosystem

- An ecosystem for entrepreneurs and economic disruptors seeking funding and training, conducted in collaboration with Baidu, ByteDance, JD.com, Microsoft, Tencent and China's leading VC firms;
- Proven track record: 95% completed A-round funding, 29 listed and 35 became unicorns.



### Next Generation Global Leaders Program

9 modules in 18 months • Part-time

A program offering global vision, cutting-edge business practices and solid management theory to next-generation family business owners seeking to lead sustainable businesses with a lasting positive impact on society.

### CKGSB CEO Program

7 modules in 24 months • Part-time

A program equipping Chinese senior executives with first-hand knowledge of the latest trends and outlook of economies to navigate global markets.

### Advanced Management Program

8 modules in 18 months • Part-time

A program for Chinese senior executives offering in-depth and holistic insights on business management and practices.



# CKGSB MILESTONES

CKGSB embarked on its journey in 2002



2002

**Founded in Beijing** on November 21<sup>st</sup>, 2002. Launch of **Executive MBA** program



2003

**Global MBA** program recruits its first 51 students, whose average GMAT score of 680 tops Asian business schools



2005

Pioneering integration of the **humanities (history, philosophy and religion)** into management education to develop a new generation of global talents who compete with compassion and empathy



2006

Launch of unique partnership programs with **Wharton** and **INSEAD** targeting C-suite leaders, and the creation of customized China programs for Darden, Columbia Business School, IE and ESMT



2009

CKGSB becomes the first school to require its EMBA students to complete a **48-hour** module on social work and philanthropy in order to graduate



2011

Launch of the CKGSB Europe office in **London** and CKGSB Americas office in **New York**



2015

Partnership with **Harvard Kennedy School** to offer students an interdisciplinary education across business and public policy as part of our strategic emphasis on social innovation



2016

Interdisciplinary partnerships formed with **NYU Shanghai** and **Columbia Engineering** cutting across business and technology innovation



2017

A new focus on the **Belt and Road Initiative** and its involved countries, through research investment and hosting of lectures and global events



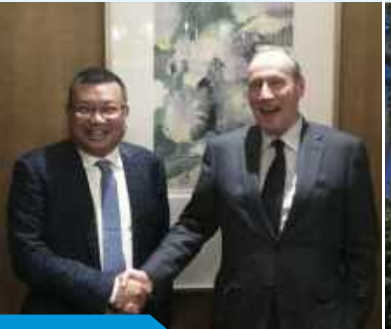
2018

Unique partnership agreement signed with the **United Nations Conference on Trade & Development**, as a critical element to form a global ecosystem fostering next-generation global economic disruptions with a focus on social innovation



2019

Prioritization of research and curriculum to focus on the concept of the **'Confucian Economic Sphere'**, i.e. **East Asia (China, Korea, Japan and ASEAN)**



2020

Establishment of interdisciplinary partnership with the **Graduate Institute, Geneva (GIG)**, marking the launch of CKGSB's first dual-degree MBA program with an emphasis on economic disruptions and social innovation

