



# 2020: An Extraordinary Year for CKGSB



In this challenging year, CKGSB is proud to reflect on our contributions and innovations accomplished with our partners, students, faculty and staff.

Amidst the chaos of the pandemic, we continued to think creatively, identified growth opportunities and adopted new digitalization trends to achieve even more.

Here is a glimpse at some of our achievements, new programs and impact in 2020.

# CKGSB in 2020 by the Numbers:

### 1.5 million

viewers convened through

15 CKGSB webinars hosted with partners

### 1 million

viewers reached through

20+ high-profile events leveraged worldwide

# 20 Original Faculty Articles Mentioned in 4,00+ International Media Coverage



THE WALL STREET JOURNAL.





CKGSB's Global
Media Coverage
Increased by
\*as compared to 2019

1,800+
New Students Joined
CKGSB's Global Community

#### Thought Leadership Pillars in 2020

China insights

Social impact

Global platform





# O1 Generating China Insights of Global Relevance

#### Economy

3 Webinars



- Impact of COVID-19 on Businesses and Chinese Economy
- 2 Impact of Oil Market Shock on Global Economy

Leadership amidst Uncertainty

Immediately after the COVID-19 outbreak, CKGSB organized a series of webinars analyzing the impact of the pandemic.

"In an era of uncertainty, building resilience depends on 3 factors: self-awareness, situational control and relationship building."



Zhang Xiaomeng
Associate Professor of
Organizational Behavior, CKGSB

The CKGSB
Business
Conditions
Index

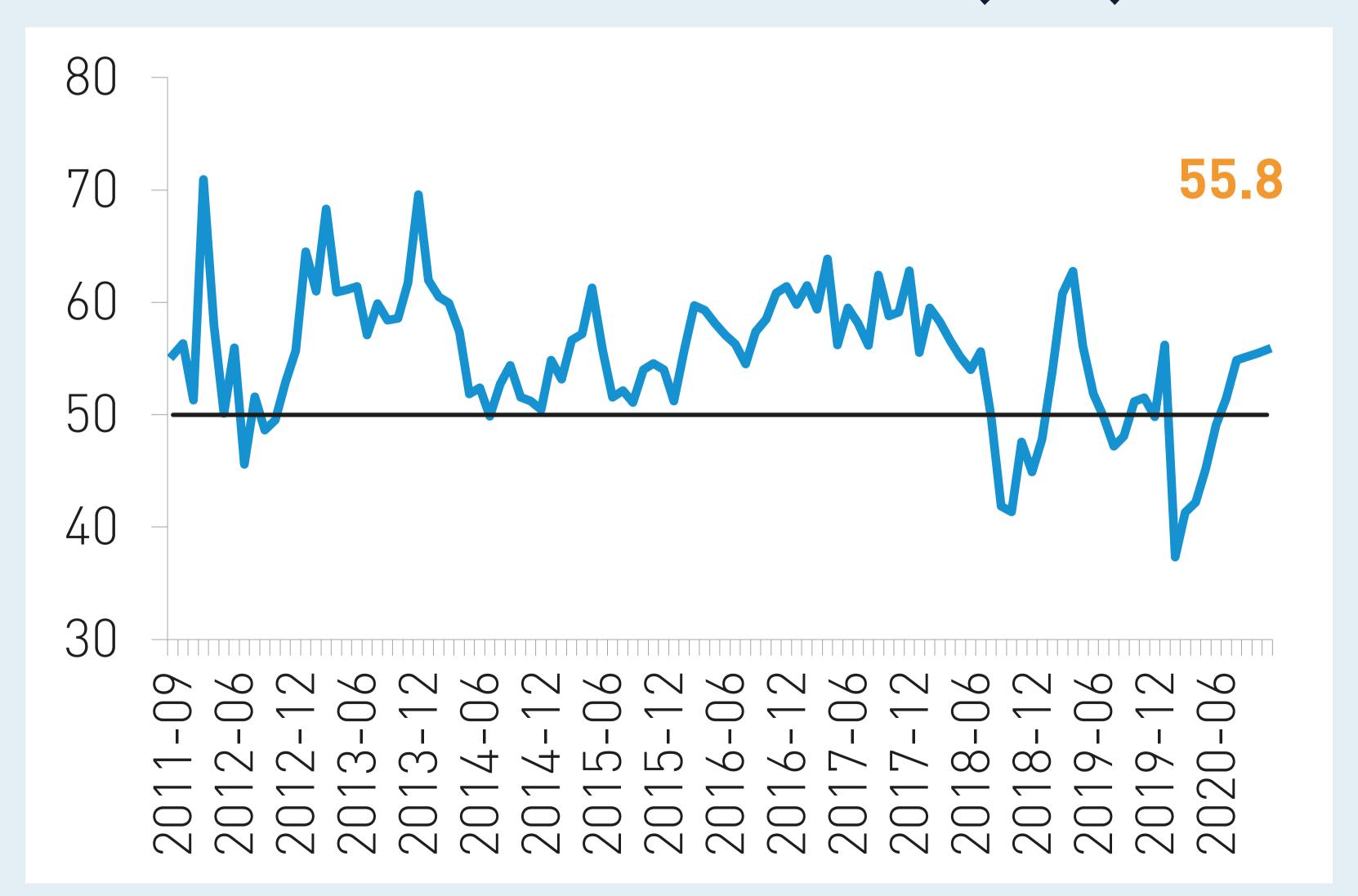
The Cheung Kong Investor Sentiment Survey (CKISS)

The Psychological Resilience Survey



CKGSB generated monthly, quarterly and annual research and surveys, serving as global indicators to China's economic conditions.

#### The CKGSB Business Conditions Index (BCI)



#### **Business Conditions Index (November 2020)**

Note: An index value above 50 means the variable the index measures is expected to increase and, below 50, to fall.

"Hiring is falling down and the interest in investment is declining. This is something we've never seen before since we started collecting the data [for the BCI]."



#### **Li Wei** Professor of Economics, CKGSB

#### The Cheung Kong Investor Sentiment Survey (CKISS)

"Investors should probably increase their asset allocation in safe-haven products such as gold as global uncertainty is still on the rise."



Liu Jing
Professor of Accounting
and Finance, CKGSB

The Psychological Resilience Survey

"My Psychological Resilience Survey documents the changes in leadership, organizational management and psychological resilience of employees during and after lockdown in China."



Zhang Xiaomeng Associate Professor of Organizational Behavior, CKGSB





Professor Cao Huining



Professor Zhang Xiaomeng



Professor Liu Jing



Professor
Teng
Bingsheng

4 CKGSB Professors Named as **Most Cited Chinese Researchers of 2019** by Elsevier.



Professor **Zhu Rui** 



Professor **Brian Viard** 

Professor Zhu Rui and Brian Viard's research paper listed by Financial Times' "Top 100 Business School Research with Social Impact."



Professor Sun Baohong

Recognized as **Faculty Fellow** for 2020 AMA-Sheth Doctoral Consortium.



Professor **Fan Xinyu** 

Awarded by the UniCredit Foundation **Best Paper Award** on Gender Economics."



Professor Mei Danqing

Won the "ASEAN Business Research Initiative Grant."



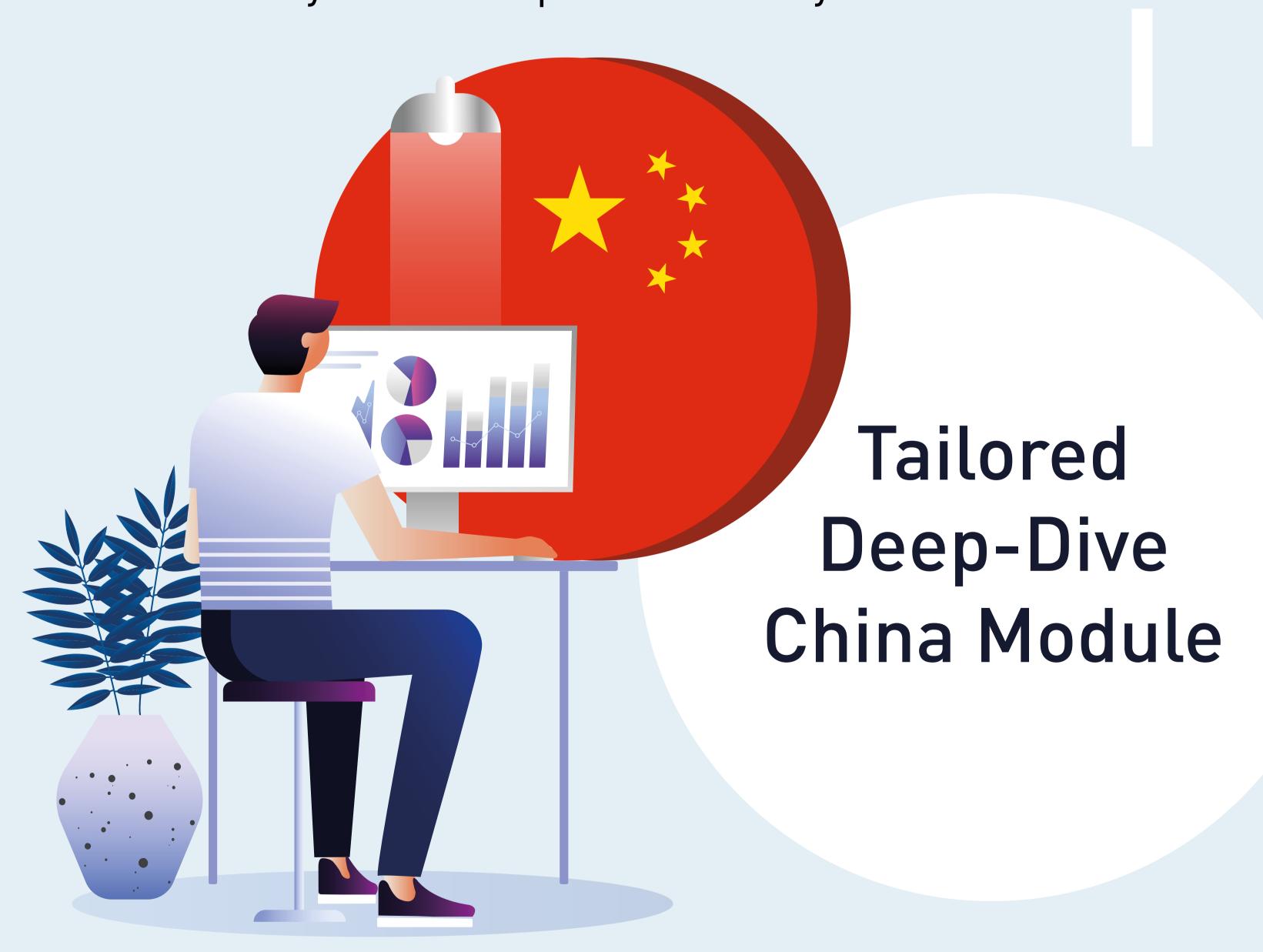


CKGSB Professor of Finance **Zhou Chunsheng** 

Published a groundbreaking book, Unlimited Supply: The New Economy of the Digital Age, introducing the novel idea of 'unlimited supply' in today's digital economy and its implications on business strategy and national policy.



CKGSB issued a special publication, "Deciphering the Impact of COVID-19 on China Business" drawing on its latest research and analysis on business and the economy in this unprecedented year.



CKGSB continued to work with INCAE, a top business school in Latin America, in hosting INCAE EMBA students for a tailored deep-dive China module for the fourth year in a row.

#### Digitalization

Reflecting on the global trend towards digitalization, CKGSB held a number of webinars on:

Webinars

A Global EdTech Unicorn: Before, during and after COVID-19

Digital China COVID-19 and Emerging Tech Trends



Al

Blockchain

Asia's Economic Growth

Hyper-Digital Consumerism

"I made it my dream to build a global classroom with technology where children can be the best of themselves, and learn in different ways."



Cindy Mi Founder and CEO of VIPKID (an edtech unicorn), CKGSB alumna "As the Internet is the least affected by the pandemic, I believe the connections built on the Internet will be able to survive the global turmoil and Internet industries will be most likely to further develop post-pandemic, because Internet companies are run by a younger generation who use the same programming language and tools everywhere and have more flexible business models."



Li Yang Associate Professor of Marketing at CKGSB

"Many consumer behavior shifts seen in China since the COVID-19 outbreak, including online shopping – which increased by 8.6 per cent during the pandemic – will be permanent."



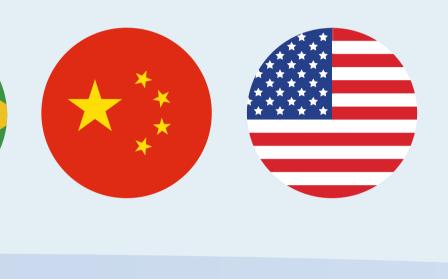
Sun Baohong
Dean's Distinguished Chair
Professor of Marketing at CKGSB

CKGSB's faculty insights on digitalization were captured in a series of articles, including:





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



CKGSB offered a new online program on "COVID-19 Driven Digitalization in Asia," in partnership with Emeritus, which taught 260+ students, 45% of them at the CXO or president level, on how to embrace business innovation during adversity, grasp the pandemic's effect on consumer behaviors and explore business models that will thrive in a post-COVID world.

CKGSB is offering a program on "Innovative Retail Strategies and Best Practices in Brazil, China and the U.S." in partnership with Brazil's leading business school, Fundação Dom Cabral (FDC), to empower retail executives to leverage the latest developments in the global retail industry.

#### Family Business

Understanding Family Businesses in China







CKGSB and IE Business School jointly launched a report and webinar on "Understanding Family Businesses in China: the Path, the Trend, and the Future", examining the role of family-run enterprises today and the challenges they face in the future.

"China's unprecedented economic reforms cultivated a large class of successful family businesses that have reshaped the economy. Family businesses have also contributed to the institutional and operational transformation of China."



Fan Xinyu Assistant Professor of Economics at CKGSB





02Creating PositiveSocial Impact

"Finding the intersection between your company's core competence and society's pain points is extremely important. This is how you can spend the most effective efforts in enhancing both your company's performance and practicing social responsibilities at the same time."



**Zhu Rui**Professor of Marketing at CKGSB

## CKGSB Social Innovation Efforts

Social Innovation

Global Disruptions

Impact Leadership New Programs

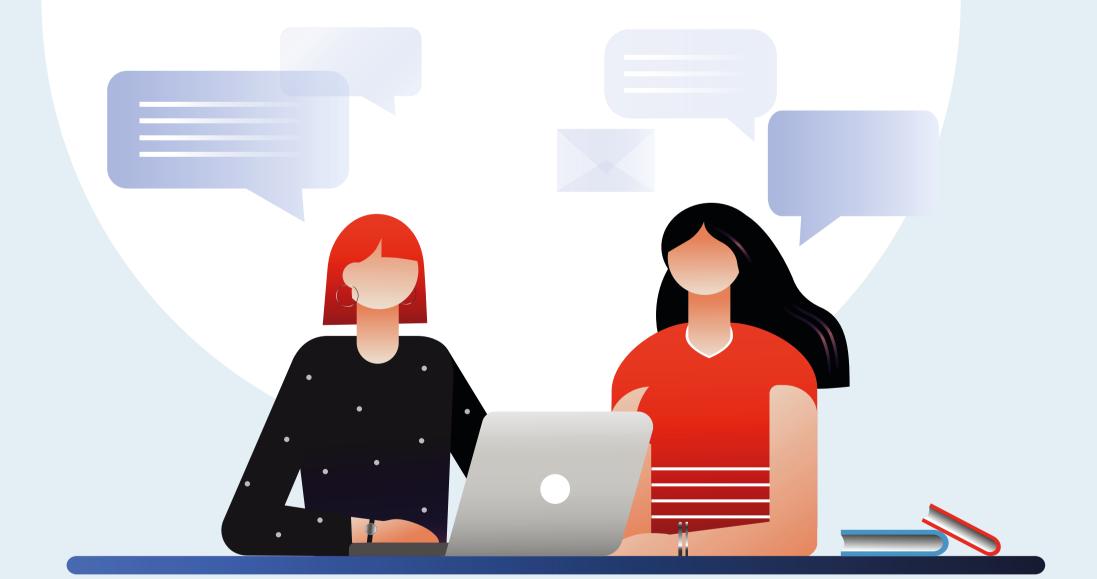


Be the Change: Social Innovation from a Global Perspective CKGSB has launched a new series of EMBA elective courses, "Be the Change: Social Innovation from a Global Perspective" decoding social innovation in China, Japan, India, Israel, Iceland, Kenya, among other countries, featuring insights from Professor Zhu Rui and renowned guest professors from Columbia University, Stanford University, London Business School and Hitotsubashi University.

Impact Leadership in the Era of Global Disruptions "Impact Leadership in the Era of Global Disruptions" in collaboration with the Møller Institute of Churchill College at the University of Cambridge, to cultivate and empower a community of impact leaders to drive innovations for economic, social and global good.

#### Women in Leadership





ShEO Mentorship Program

CKGSB MBA programs announced their "Women in Leadership Scholarship" and the "ShEO Mentorship Program" to empower and inspire female students, alumni and the greater community to strive for gender equality.

In 2021 CKGSB will continue to host its flagship event "Women in Leadership Forum" with UN Women.





A Three-step Approach for Sustainable Business

**Zhu Rui**Professor of Marketing at CKGSB

Published a book which for the first time systematically explains how companies can combine industry characteristics with their core capabilities to achieve greater social good by drawing on case studies from China.

Won the
"Annual Research Award"
by the China Social
Enterprise and Impact
Investing Forum.

Number 1 in the "Top 10 Outstanding Public Welfare Research Reports" by China Philanthropy Times.



CKGSB also released a philantropy case studies book: 《无公益,不长江》。





Professor **Zhu Rui** 

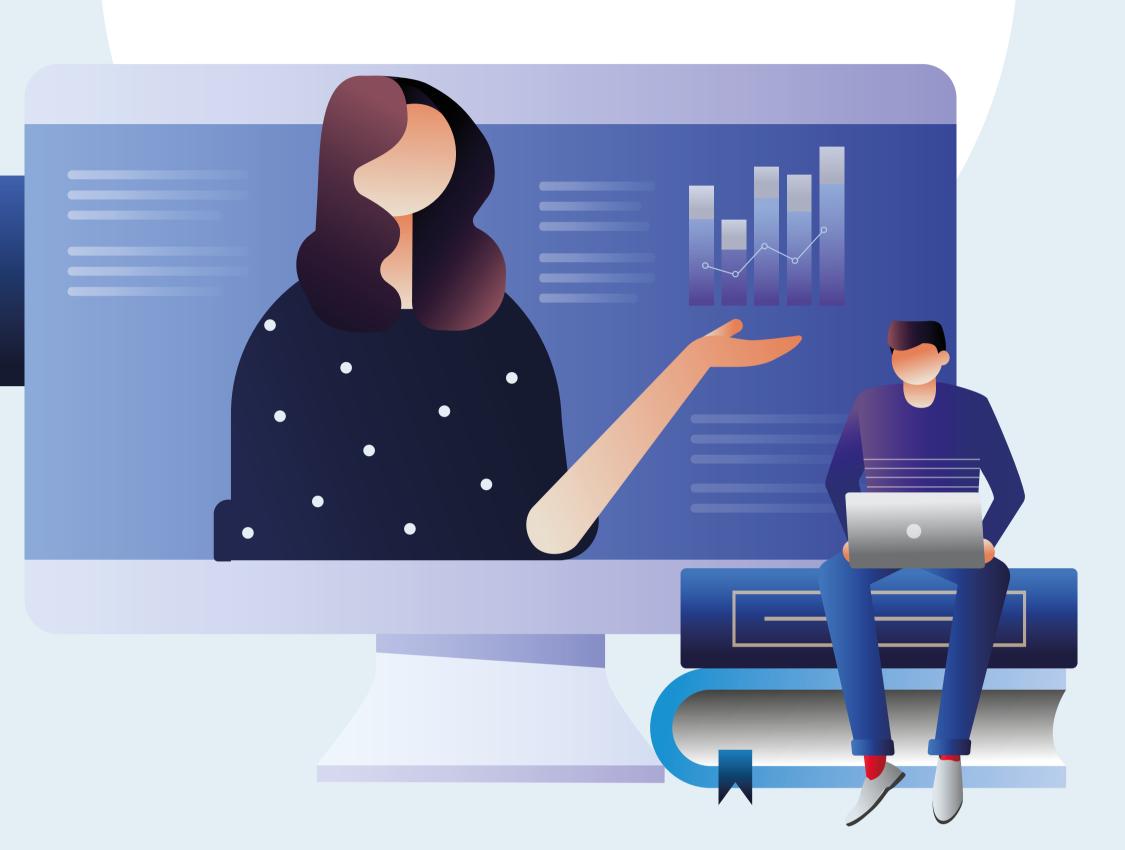
Produced an article on "How Can China's Delivery Industry be Greener?"

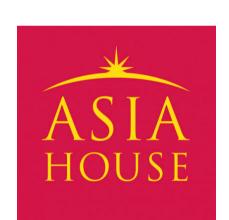


Xiang Bing
Founding Dean and Professor of China
Business and Globalization at CKGSB

CKGSB's social innovation efforts were recognized by China's Southern Weekly in an award presented to CKGSB Dean Xiang Bing on behalf of the school as a "Vanguard for Social Responsibility."





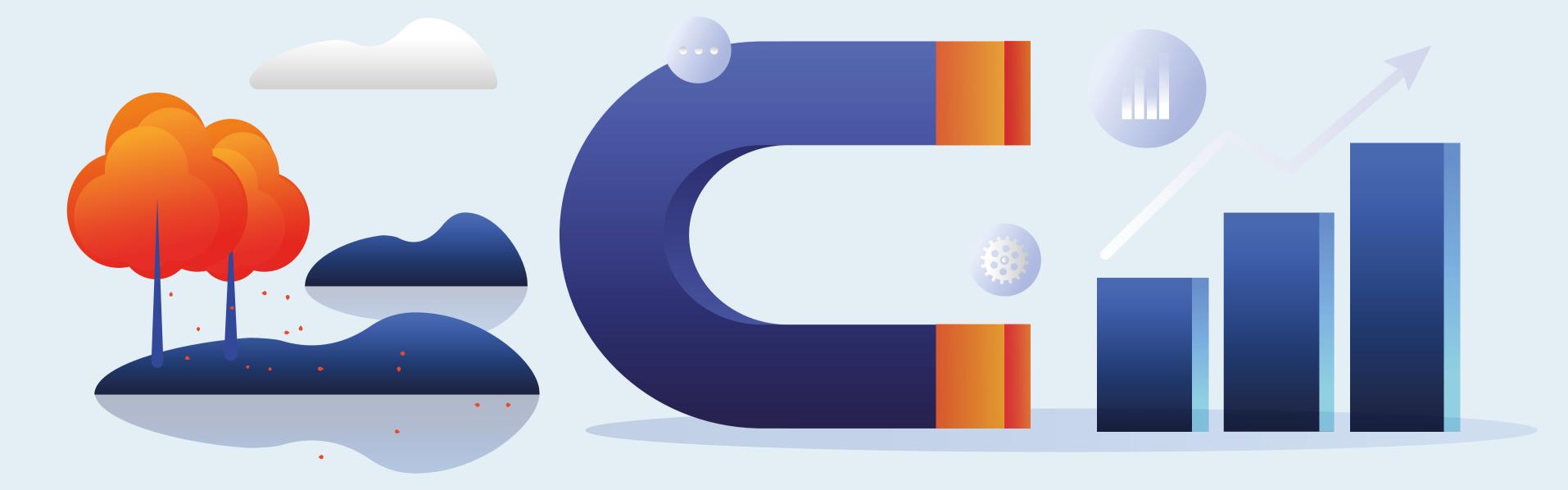


The Future of Sustainable Business



Can Climate
Change Be
a Catalyst for
Economic
Growth?

CKGSB organized two webinars on "The Future of Sustainable Business" with Asia House and another on "Can Climate Change be a Catalyst for Economic Growth?" with Goldcrest to convene experts globally in addressing some of society's most critical problems.



## CKGSB Students & Alumni Efforts

2020
Forbes China
Philantropy List

21 Alumni made the 2020 Forbes China Philanthropy List.



CKGSB led its EMBA students to help Gansu farmers establish a systematic sales and production chain for their olive production

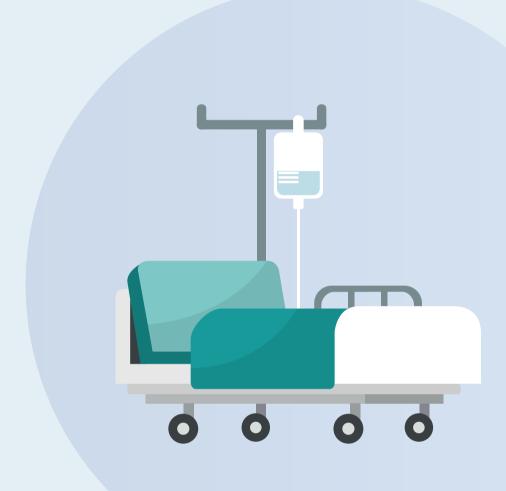
Gansu Farmers Support

## CKGSB's COVID-19 Relief Efforts in 2020



\$5/3 Million

In donations from alumni-headed companies.



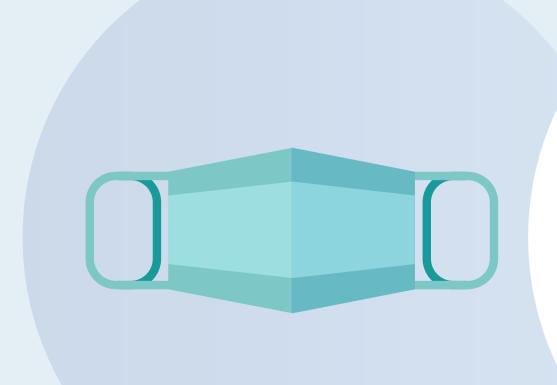
400

Hospital beds provided by one alumna in Wuhan.



5 Million

Pairs of medical gloves donated by alumni.



4-Million

Masks donated by alumni.





03
Establishing
a Global Platform



#### In 2020

CKGSB partnered with the following globally-renowned institutions to organize thought-provoking and wide-reaching webinars.















CKGSB has been establishing a **global platform** convening governments, businesses, civil society and international organizations to effectively address some of humanity's most pressing social issues:

1 Income inequality

2 Social immobility

3 Susta

Sustainability



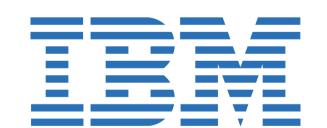










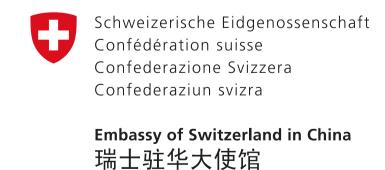






















#### Looking Ahead



CKGSB will continue to develop its advantage in Asia Pacific through its thought leadership and influential network on the regional economies of:

Confucian Economic Sphere Coined by Dean Xiang Bing in 2017 to refer to Greater China, Japan, Korea, Singapore and Vietnam, comprising of a real GDP of \$22.7 trillion in 2019 surpassing that of the US and EU and contributing to more than 56% of global economic growth.

2 RCEP

The world's largest trade bloc in history, accounting for 30% of the world's population and 30% of global GDP in 2020.



It will build upon its global ecosystem cultivating a new generation of disruptive business leaders who are socially responsible, by leveraging its partners in Europe, the Americas, Asia and Australia.



















CKGSB will continue to foster social innovation through partnerships around the world and help more business leaders do well by doing good.





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