



Follow us @CKGSB



<https://english.ckgsb.edu.cn/>

Accurate at the time of printing in April 2021

Beijing • Shanghai • Shenzhen • Hong Kong • London • New York



CHEUNG KONG GRADUATE SCHOOL OF BUSINESS 长江商学院





CONTENTS

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

Context	1
Introduction	3
World-class, Full-time Faculty	7
Original Research, Unrivaled China Insights	13
Influential Alumni Network	17
Global Interdisciplinary Learning Platform	21
Social Innovation	23
CKGSB Programs	25
CKGSB Milestones	31
CKGSB in Numbers	33

CONTEXT

China is the world's largest manufacturing economy and exporter of goods. It is also the world's fastest-growing consumer market and second-largest importer of goods. China's importance to the global economy has been inevitable in the past decades, but particularly evident over the past year, as it was the only major economy to grow in the pandemic-ravaged world.

Understanding China - how to leverage this dynamic market and its role in global transformations - is key to your business's success.

China's Importance

- Second largest economy in the world
- Largest exporting nation
- Largest consumer market
- Largest FDI recipient
- Largest manufacturer in output
- Largest digital economy



INTRODUCTION

Cheung Kong Graduate School of Business (CKGSB) is the preeminent choice for management education among China's established business leaders and entrepreneurs shaping the future. CKGSB is also the preferred institution for academics returning to China from globally-leading business schools.

Since our establishment in November 2002 as China's first independent business school, we have 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, We stand
apart for
our:**

- **World-class, full-time faculty,** who are ideally positioned to interpret China from a global perspective
- **Original research** that provides unrivaled insight into China, its trends and innovations
- **Influential alumni network,** who make up the Who's Who of Business in China and beyond
- **Global interdisciplinary learning platform,** offering students the best in business education
- **Social innovation** and a global ecosystem of disruptors, seeking to do well by doing good
- **Pioneering innovations** in management education, which go beyond traditional boundaries of business schools



WORLD-CLASS, FULL-TIME FACULTY

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



© Dr. Sun Baohong, Dean's Distinguished Chair Professor of Marketing and Associate Dean for 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

110 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 12th 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 **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 recognized 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

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
Academic Director for MBA
Programs

PhD, MIT
Previously taught: HKUST



LI Haitao

Dean's Distinguished Chair
Professor of Finance
Associate Dean for MBA
Programs
Associate Dean for Alumni
Affairs and the Development
Foundation

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 Asia
and Europe
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

PhD, Columbia University
Previously taught:
UCLA



MEI Jianping

Professor of Finance
Academic Director for EMBA
Program

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
Program

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 Americas

PhD, University of Southern
California

Previously taught:
Carnegie Mellon University



TENG Bingsheng

Professor of Strategic
Management
Associate Dean and
Academic Director for EE
Programs

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
and Faculty Development

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 Administration,
Government Relations and
Campus Development
Associate Dean for Alumni Affairs
and the Development Foundation

PhD, Pennsylvania
State University

Previously taught:
Boston University



ZHANG Xiaomeng

Associate Professor of
Organizational Behavior
Associate Dean and Academic
Director for Executive
Education Programs

PhD, University of Maryland

Previously taught:
American University



ZHU Rui

Professor of Marketing
Academic Director for EMBA
and Executive Education
Programs

PhD, University of Minnesota

Previously taught: University
of British Columbia

ORIGINAL RESEARCH, UNRIVALED CHINA INSIGHTS

Our faculty members - most of whom are Chinese by heritage - have a native understanding of the Chinese language and culture. This, combined with the generous funding for research from the Li Ka Shing Foundation and China's most influential alumni network, allows CKGSB to offer you unrivaled China business knowledge.

CKGSB produces original research and insight into doing business in and with China, covering topics like:

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



Our 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 took up Chief Strategy Officer positions at Alibaba Group, Ant Financial and JD.com - China's digital giants.

At CKGSB, you will have access to 500 reports and case studies—produced by our faculty, 18 research centers and the Case Center—that explore issues like China’s digital economy, innovative business models and succession planning in family businesses.

Our professors also offer monthly, quarterly and annual indices and surveys that often serve as global indicators to China’s economic conditions, including :

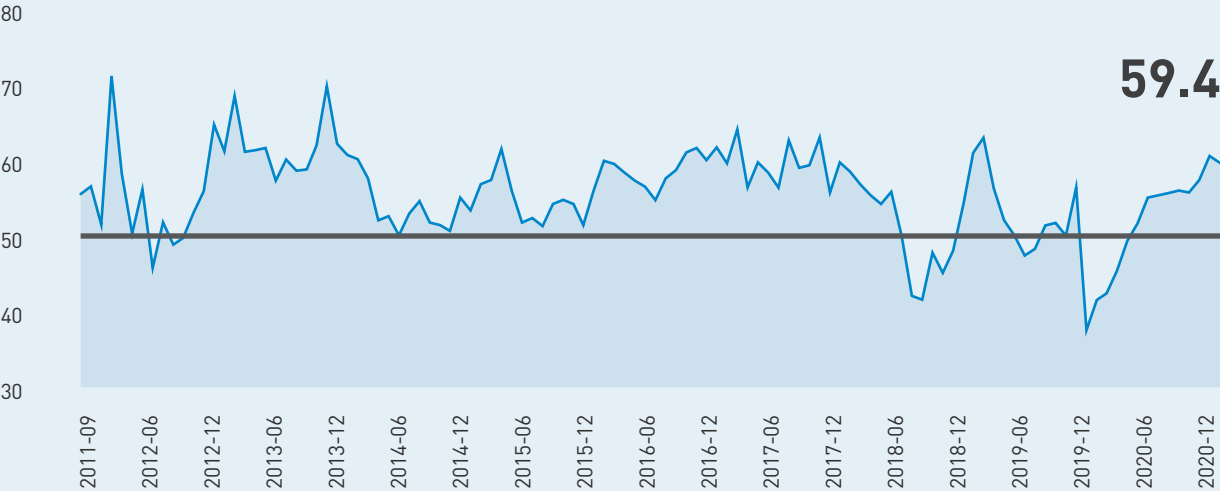
- **Business Conditions Index (BCI),**
- **Business Sentiment Index (BSI),**
- **Cheung Kong Investor Sentiment Survey (CKISS)**
- **Research on Chinese Executive Leadership Transformation.**

They 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 Asia and Europe, outlining the key findings of his Business Conditions Index at CKGSB’s annual China Economic Symposium

Business Conditions Index (March, 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 400+ Chinese business leaders on a monthly basis since 2011 on corporate sales, profits, financing, labor costs and inventory levels.

INFLUENTIAL ALUMNI NETWORK

More than 16,000 successful entrepreneurs, industry leaders and executives of multinational corporations have chosen to study at CKGSB for our original China insights, 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-fifth of China’s most valuable brands.

Many disruptors have also chosen to join our Chuang Community - an ecosystem for entrepreneurs that collaborates with Baidu, ByteDance, JD.com, Microsoft, Tencent and China’s leading VC firms - resulting in 35 unicorns created at CKGSB. Joining our alumni network will help you connect with those who are driving China’s growth.



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

16k+

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

20%

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

35

Unicorns were created at CKGSB in the last 5 years

70

of Fortune China’s 2020 Top 500 companies are run by CKGSB alumni

6

Alumni listed in HBR China’s 2020 “50 Best Performing CEOs”

21

Alumni listed in Forbes China’s 2020 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



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;
CKGSB Executive Education Alumnus



“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 MBA Alumna



“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 Executive Education Alumnus



“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;
CKGSB Executive Education Alumnus

GLOBAL INTERDISCIPLINARY LEARNING PLATFORM

To navigate today's era of disruptions, you must be versed in knowledge that surpasses the traditional domain of business. In light of this, we have collaborated with more than 40 globally-renowned institutions to build an interdisciplinary platform. We offer you programs that cut across business and economics, science, technology, public policy, geopolitics and social innovation, in order to help you achieve business growth that is economically, socially and environmentally responsible.

Universities and global organizations choose to collaborate with CKGSB because of our innovative approach to management education, faculty caliber, alumni network and undisputed position in China.



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

Selected Partner Schools

Berkeley
ENGINEERING

CHURCHILL COLLEGE
CAMBRIDGE

Columbia Business School
AT THE VERY CENTER OF BUSINESS™

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

Johnson
Cornell
SC Johnson College of Business

GRADUATE
INSTITUTE
GENEVA

HARVARD Kennedy School
JOHN F. KENNEDY SCHOOL OF GOVERNMENT

INSEAD
The Business School
for the World®

JOHNS HOPKINS
UNIVERSITY

M | MICHIGAN ROSS

PEKING
UNIVERSITY

UNITED NATIONS
UNCTAD

United
Way

UN
WOMEN

WASEDA University

Wharton
UNIVERSITY of PENNSYLVANIA

Yale SCHOOL OF
MANAGEMENT

SOCIAL INNOVATION

Extending beyond the traditional notion of corporate social responsibility, we bring together businesses, non-profit organizations, civil society and governments to collectively 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, we aim to educate business leaders not only on *how* to compete and collaborate better, but also on *why* they should do business and *how* to 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 and Executive Education Programs, 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 of our degree students are required to engage in **philanthropic service** in order to graduate, resulting in a total of 150,000+ hours served.

2.0



We began offering **social innovation** as an elective module for EMBA and MBA students in 2017 and a required module since 2018.

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).

CKGSB PROGRAMS



Through innovative programs, we offer new insights and practical skills in entrepreneurship and business management.

Degree Programs

MBA

2 years • Part-time • Chinese and English

Our range of part-time MBA programs seek to cultivate a new generation of economic disruptors, with focuses on business, financial, entrepreneurship and technology innovation sectors. We also offer a dual-degree MBA program with Johns Hopkins Carey Business School.



Executive MBA

2 years • Part-time • Chinese

A renowned master's degree program in China that aims to hone the leadership skills of experienced executives and connecting them with the program's 9,000+ alumni, 80% of whom are at the VP-level or above.

Non-Degree Programs

English-language Programs

Programs on Business Landscape

Cutting-edge Insights from China

Hybrid Program

This online and in-person program offers global leaders the latest thinking and research about China's strategic development to enable you to navigate an era of uncertainties and disruptions.

Digital Transformation

Online Program

A program offering insights on the fast-changing digital landscape in Asia and the latest applications of new technologies, such as AI, big data, IoT and blockchain.

Programs on Tech and Innovation

China Start

Online Program

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

Igniting Innovation for Impact

Online Program

In collaboration with the Møller Institute of Churchill College at the University of Cambridge, this program cultivates and empowers a community of impact leaders to embrace and drive innovations for economic, social and global good in the long run.

Next-Generation: Leading Business in Asia and Beyond

Online Program

A program for entrepreneurs and family business leaders to understand the opportunities and challenges of navigating business in Asia and beyond and to figure out the cultural and historical nuances to today's challenges.

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.

Programs on Tech and Innovation

International FinTech

Hybrid Program

Curated in partnership with Brazil's leading business school, Fundação Dom Cabral (FDC), this hybrid online and 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.

AI and Big Data for Executives

Hybrid Program

A program teaching executives the most up-to-date research findings and frontrunner cases from China and the U.S. - the world's leading economies in AI—as well as practical business frameworks to facilitate their own AI journey.

Energy, Climate and Sustainable Development

Hybrid Program

Jointly offered by CKGSB and the Berkeley California-China Climate Institute (CCI), this program is designed for business executives to learn about the trends and latest technologies in energy, climate change and sustainable development and to inspire sustainable business transformations.



Program on ASEAN Region

ASEAN New Economy Leadership

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 online or offline 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, which can be held online or offline, which is especially designed for global leadership teams whose future strategies are closely bound with China's economic growth.

Win in China

A series of China-related seminars, which can be held online or offline, 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

Driving innovations in management education since 2002



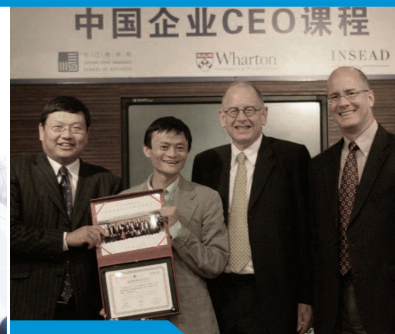
2002
CKGSB was founded in Beijing on November 21st, 2002, with the launch of our **Executive MBA** program.



2003
Our **MBA** program recruited its first 51 students, whose average GMAT score of 680 tops Asian business schools.



2005
We pioneered the integration of the **humanities** into management education to develop a new generation of global talents who compete with compassion and empathy.



2006
We launched partnership programs with **Wharton** and **INSEAD** targeting C-suite leaders, and began offering customized China programs for Darden, Columbia, IE, ESMT and other top schools.



2009
CKGSB became the first school to require EMBA students to complete **48 hours** of social work in order to graduate.



2011
We launched the CKGSB Europe office in **London** and CKGSB Americas office in **New York**.



2015
CKGSB signed a partnership with **Harvard Kennedy School** to offer students courses merging business and public policy, as part of our unique interdisciplinary education.



2016
Interdisciplinary partnerships were also formed with **NYU Shanghai** and **Columbia Engineering**, cutting across business and technology innovation.



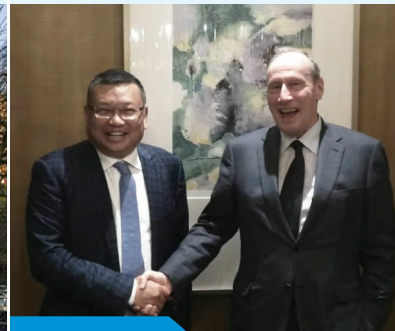
2017
We launched a new focus of our **MBA** Program on **Entrepreneur and Technology** Innovation, offered in close collaboration with UC Berkeley.



2018
CKGSB signed an agreement with the **United Nations Conference on Trade & Development**, as part of a broader effort to form a global ecosystem of next-generation economic disruptors, who are socially and environmentally minded.



2019
CKGSB signed a partnership with **Cambridge University's Churchill College**, with which it jointly offers an Executive Education program on 'Igniting Innovation for Impact.'



2020
We established an interdisciplinary partnership with the **Graduate Institute, Geneva (GIG)**, with an emphasis on economic disruptions and social innovation.



2021
CKGSB and **Johns Hopkins Carey Business School** launched a dual-degree MBA program taught by both schools' seasoned faculty.

CKGSB IN NUMBERS

● Faculty

40+

Full-time, resident professors

50%

Previously tenured at top schools

110

Global academic awards

100+

Papers published in 60+ renowned journals

● Alumni

16k+

Chinese business leaders

50%

are at the Chairman or CEO level

20%

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

