



CHEUNG KONG  
GRADUATE  
SCHOOL  
OF BUSINESS  
长江商学院



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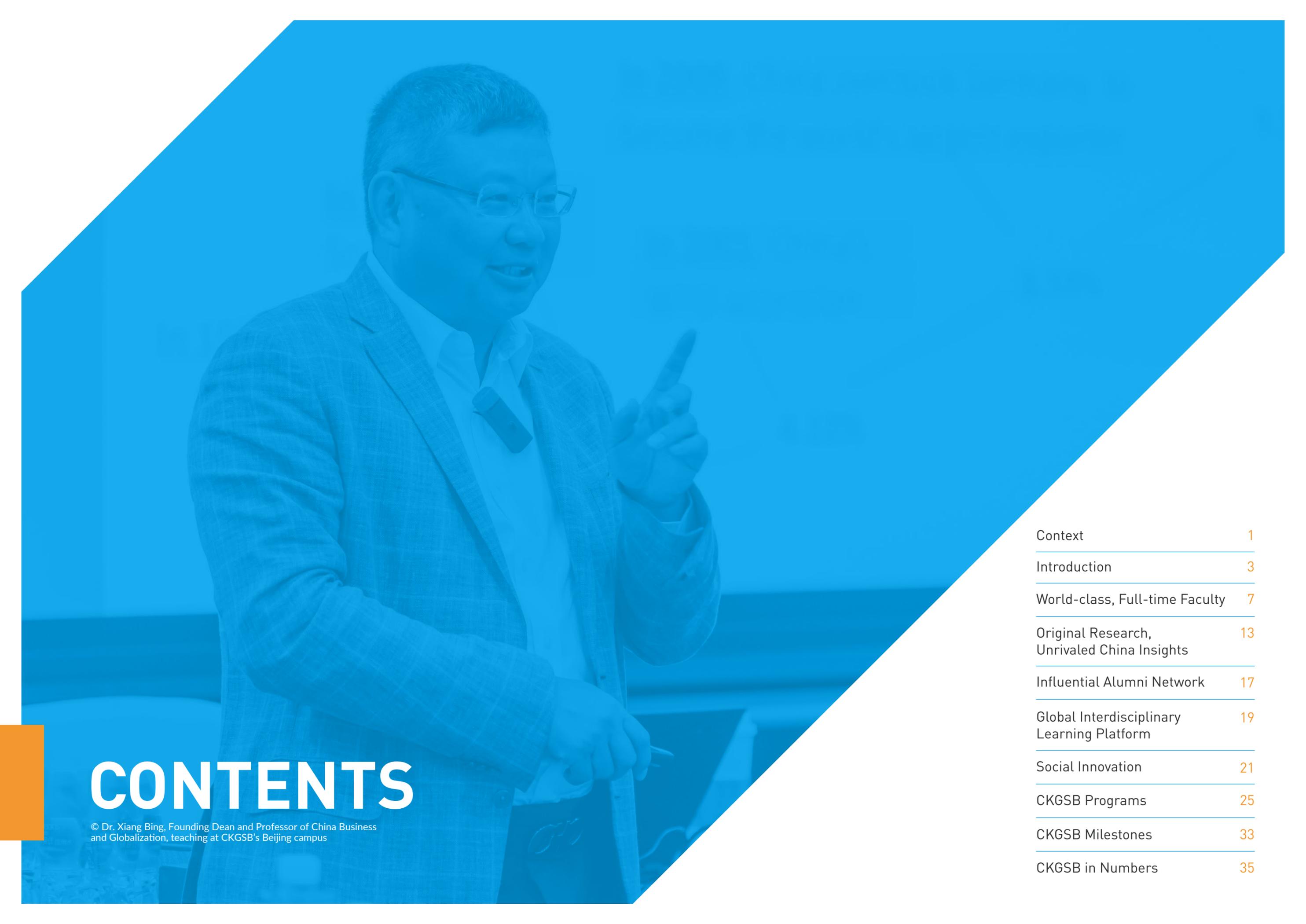


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© Dr. Xiang Bing, Founding Dean and Professor of China Business and Globalization, teaching at CKGSB's Beijing campus

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# 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.

**Now, with its carbon neutrality goal, focus on common prosperity, and domestic consumption drive, many new opportunities will arise for those who are ready.**

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
- Fastest growing 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 privately-funded and research-driven business school, we have aimed to

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



## 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 in Business in China and beyond
- **Global interdisciplinary learning platform**, offering students a well-rounded education in business
- **Social innovation** and a global ecosystem of disruptors, advancing society through cross-sector collaboration
- **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 -

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.



© 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 **Li Ledo**
- 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
- Finalist status for the Journal of Marketing Research's 2021 Paul E. Green Award to Associate Professor of Marketing **Li Yang**

## 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

PhD, MIT

Previously taught: HKUST



### LI Haitao

Dean's Distinguished Chair Professor of Finance  
Associate Dean for Business Scholars Program  
Associate Dean for Alumni Affairs and the Development Foundation

PhD, Yale University

Previously taught: University of Michigan



### LI Wei

Professor of Economics  
Associate Dean for Asia and Europe

PhD, University of Michigan

Previously taught: Duke University, University of Virginia Darden



### LIU Jing

Professor of Accounting and Finance

PhD, Columbia University

Previously taught: UCLA



### MEI Jianping

Professor of Finance  
Executive 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



### SUN Baohong

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

PhD, University of Southern California

Previously taught: Carnegie Mellon University

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## Selected Faculty Members



**TAO Zhigang**

Professor of Strategy and Economics  
Associate Dean for MBA Program  
Executive Academic Director for Business Scholars Program

PhD, Princeton University  
Previously taught: University of Hong Kong, HKUST



**TENG Bingsheng**

Professor of Strategic Management  
Associate Dean for Executive Education Programs

PhD, City University of New York  
Previously taught: George Washington University



**Brian VIARD**

Associate Professor of Strategy and Economics  
Executive Academic Director for MBA Program

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 for Executive Education Programs

PhD, University of Maryland  
Previously taught: American University



**ZHU Rui**

Professor of Marketing

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 Chinese business and culture. This, combined with the generous funding for research from the Li Ka Shing Foundation and access to China's most influential alumni network, allows CKGSB to offer 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



© Dr. Gan Jie, Professor of Finance, presenting her Business Sentiment Index at CKGSB's annual China Economic Symposium



HER Leadership 可以不是女性的专属

桑德拉·贝姆 (Sandra Bem, 1974): 二维性别模型。一个更协调的人, 可以有效融合男性化和女性化两种行为, 他们比极度男性化或女性化的人更快乐, 心理调适能力也更强。

CKGSB 长江商学院  
WOMEN

**Our professors have their fingers on the pulse of China's economy and business. 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.**

# CKGSB Research and Indices

At CKGSB, you will have access to 500 reports and case studies - produced by our faculty, 20 research centers and the Case Center - that explore issues like China's digital economy, innovative business models, succession planning in family businesses, social innovation and sustainable development.

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

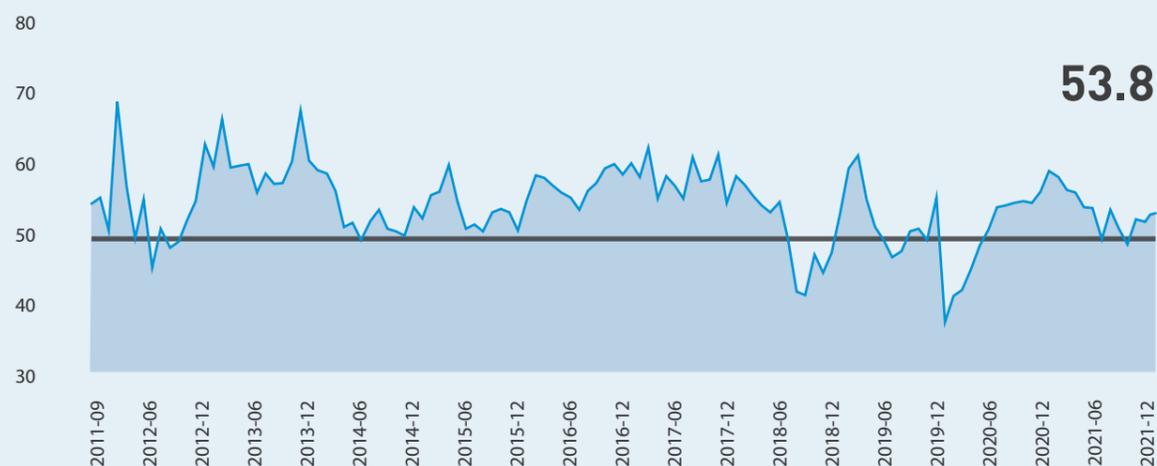
- **Business Conditions Index (BCI)**
- **Business Sentiment Index (BSI)**
- **Cheung Kong Investor Sentiment Survey (CKISS)**
- **Research on Chinese Executive Leadership Transformation**

They also regularly analyze industry-specific topics, such as healthcare, carbon neutrality, digitalization and 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 (BCI) at CKGSB's annual China Economic Symposium

## Business Conditions Index (February, 2022)



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 18,000 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.

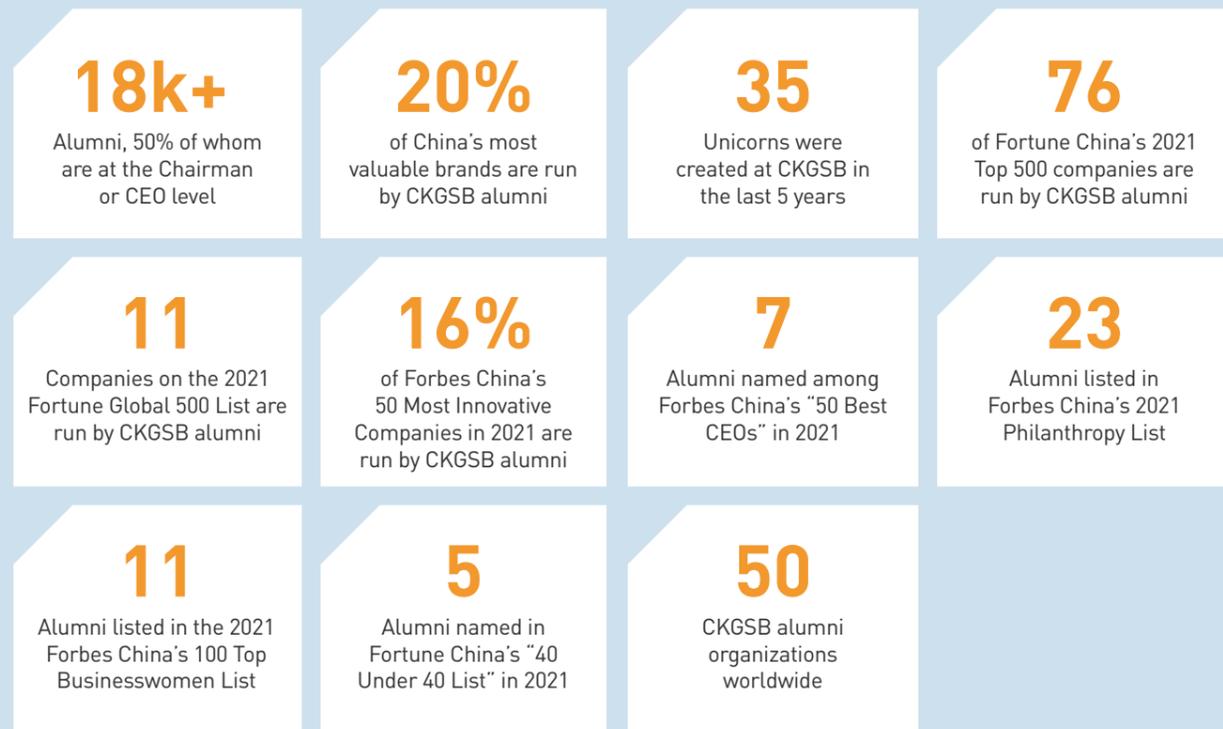
**More than half of our alumni are at the CEO or Chairman level and, collectively, lead one-fifth of China's most valuable brands. Many iconic entrepreneurs have also chosen to join CKGSB's programs that aim to foster a new generation of economic disruptors.**

In China, we collaborate with top-notch tech companies including Tencent, Softbank, Microsoft, JD.com, ByteDance, Baidu and Alibaba, and have developed 35 unicorn companies. While in Europe, we offer programs to high-potential entrepreneurs and impact leaders in collaboration with leading academic institutions like the Møller Institute of Churchill College at the University of Cambridge. We are actively taking these initiatives to more markets such as RCEP, Americas and Africa.

Join our alumni network and connect with those who are driving economic growth.



© Dr. Liu Jing, Professor of Accounting and Finance, with CKGSB Business Scholars Program's students in an overseas learning module



## Notable Alumni



**CHEN Yidan**  
Co-Founder, Tencent



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



**GAO Yunfeng**  
President and Chairman, Han's Laser



**LI Dongsheng**  
Chairman and CEO, TCL



**Jack MA**  
Founder, Alibaba Group



**ZHANG Nan**  
CEO, ByteDance



**WANG Xiaochuan**  
CEO, Sogou



**ZHOU Hongyi**  
President, Qihoo 360



**Miranda QU**  
Founder, Xiaohongshu

# GLOBAL INTERDISCIPLINARY LEARNING PLATFORM

To navigate today's era of uncertainties and disruptions, redefine your organization's social value propositions and drive new solutions to humanity's most pressing issues, 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 custom China Immersion program between CKGSB and Michigan Ross

## Selected Partners



# SOCIAL INNOVATION

CKGSB goes beyond the traditional boundaries of business schools to inspire business leaders to not only learn **how** to do business better, but to also focus on **why** they do business and **what** to do with the wealth generated for the greater social, global and long-term good.

**We aim 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 - like income and wealth inequality, social immobility and sustainability.**



© Dr. Zhu Rui, Professor of Marketing and Director of the Social Innovation and Business for Good Center, sharing her insights on social innovation at the 2019 China Annual Conference on Philanthropy

## Social Innovation and Business for Good Field Course



**Starting from March 2021, we piloted a one-year, socially-minded field course around the idea of “social innovation and business for good” in our Executive MBA program.**

**Through this initiative, more than 500 CKGSB Executive MBA students are initiating sustainable business practices in their companies under the guidance of mentors from the government, private and NGO sectors.**

# CKGSB's Unique Approach



In 2005, CKGSB pioneered the systematic incorporation of the **humanities** (history, philosophy and religion) into business curricula to give students a more holistic view of business.

- Transforming students from living a 'rich' life to an 'enriched' (self-reflective) life, and even an enlightened life.
- Encouraging business leaders to compete and collaborate with compassion and empathy, and lead teams with global diversity by enhancing cross-culture and value-connection capabilities.
- Nurturing a long-term view of business, to mitigate collective myopia and advocate for a more holistic perspective on business that goes beyond shareholder value.

1.0



- We set up the EMBA **philanthropy scholarships** in 2002, now awarded across all degree programs to outstanding civil society and NGO leaders.
- Since 2010, our EMBA students have been required to engage in **philanthropic services** in order to graduate. This experiment with EMBA was later extended to other degree programs in 2012, resulting in a total of 165,000+ hours served to date.

2.0



We began offering lectures on social work and philanthropy in the first module of EMBA since 2014 and for MBA since 2017. We offered **social innovation** as an elective module for EMBA and MBA students in 2016 and a required module since 2018.

3.0



We are now working with partners across sectors to develop a **global ecosystem to foster economic disruptions** with an emphasis on social innovation.

With a mission to enhance upward social mobility by accelerating unicorns and unicorn-to-be companies, we have pioneered successful programs in China, ASEAN and Europe, and are looking to expand our efforts to countries and regions such as Japan, South Korea, Africa, the Middle East and Latin America.

We are also collaborating with the United Nations to advocate for gender equality and inclusivity through initiatives like the annual Women in Leadership Forum.

4.0

The background features a blue-tinted photograph of a group of graduates in business attire, many wearing graduation caps and cheering with their arms raised. A banner in the background reads '长江商学院 EMBA AMBA'. A large, stylized logo is visible in the upper right quadrant of the image.

# 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 part-time MBA programs seek to cultivate a new generation of economic disruptors, with tracks available on business, finance, entrepreneurship and technology innovation. 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 10,000+ alumni, 72% of whom are at the C-suite level at some of China's largest private, state-owned and multinational companies.

# Non-Degree Programs

## English-language Programs

### Open Enrollment Programs

#### Cutting-edge Insights from China

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.

#### China Start

An acceleration program for fast-growing start-ups and scale-ups with disruptive technologies, products and services to gain access to China, one of the largest markets in the world, and to learn from China's economic disruptions, social innovation, and digital transformation.

#### Igniting Innovation for Impact

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.

#### China Supply Chain and Trade Relations Management

A program for executives at all levels to acquire practical knowledge and skills for navigating challenges in China and the world's supply chain ecosystem amidst the COVID-19 pandemic.

#### International FinTech

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 global FinTech business landscape in emerging markets.



### Open Enrollment Programs

#### AI and Big Data for Executives

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 journeys.



#### Accelerating Climate Impact: Enhancing China-U.S. Collaboration & Investment Strategies

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.

#### ASEAN New Economy Leadership

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

#### Global Programs on Family Business Succession

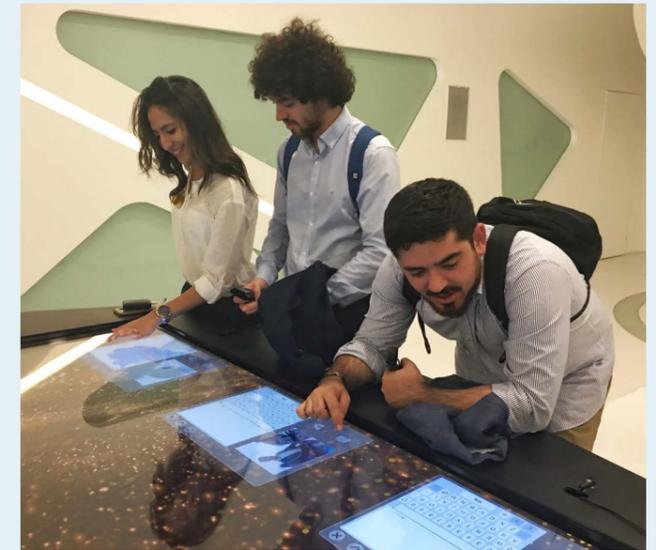
CKGSB is developing innovative programs in collaboration with INSEAD and the Wharton School of the University of Pennsylvania to be offered in English to family businesses worldwide.



## Customized Programs

### China Immersion

Customized China modules for business schools' MBA or EMBA students.



### Boardroom Briefing

An intense program 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 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, 30 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

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



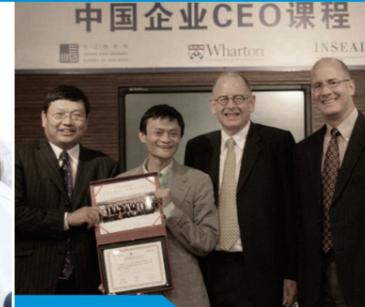
2003

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 **Entrepreneurship 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 they jointly offer 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

**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

**3000+**

Participants of English Executive Education programs

## ● Students

**3000+**

Degree and non-degree students enrolled annually

**35**

Unicorns created and developed at CKGSB

**850+**

Entrepreneurs in CKGSB's start-up ecosystem

## ● Partners

Interdisciplinary partnerships with **40+**

Leading universities and global institutions



