

Theme	Case Title	Keynote
Corporate Governance	The Mystery of Anbang's Hyper-growth	Analyze the experience and lessons of Anbang's success or failure
Strategic management	CVTE—The Management Approach of "The Most Mysterious Listed Company"	Explore the reasons behind the rapid growth of CVTE
	The Critical Moment of ByteDance	Explore the reasons for the success of ByteDance
	Case of Tesla	Why did Tesla enter China market?
	Case of JD Digits	Observe the artificial intelligence practice of JD Digits
Economics	Epidemic Prevention, Economy Saving and Multi-target Balance	Faced with COVID-19, how should the Chinese government seek a balance between preventing the epidemic and saving the economy?
	How to Sail against The Current	What are the implications of the successive new policies for the financial industry?
	Compilation of Partial Anti-epidemic Economic Policies	In order to fight against the epidemic, what new economic policies has the government introduced to deal with it?
	The Pattern of "The State Sector Advances, The Private Sector Retreats" and China's Economic Reform	Faced with the pattern of "the state sector advances, the private sector retreats", what's the next step for China's economy?
Marketing	Red Dragonfly—Forced to Make Online Transformation	Online marketing, the self-help under the epidemic
"China's Business Conditions Index" Report	CKGSB Monthly Survey & BCI Reports	Compile and index to assess the operating conditions of private enterprises

Corporate Governance

The Mystery of Anbang's Hyper-growth (Completed)

Faculty Advisor: Prof. Li Wei Case Researcher: Zhu Yunhai

In just a few years, Anbang made large-scale mergers and acquisitions around the world to increase its assets from several billion yuan to two trillion yuan, then suddenly fell in an astonishing way. How did the Anbang miracle happen, and what lessons can be learned from the stories?

Strategic management

CVTE-The Management Approach of "The Most Mysterious Listed Company" (Completed)

Faculty Advisor: Prof. Li Wei Case Researcher: Zhu Yunhai

What's the secret of CVTE to maintain rapid growth? What can other companies learn from its attempts in social innovation?

The Critical Moment of ByteDance (Completed)

Faculty Advisor: Prof. Teng Bingsheng Case Researcher: Yan Min, He Mingqin

How did Toutiao rise? How does ByteDance constantly find new growth points? How does it achieve success in going global (mainly referring to TikTok)? What will the innovation space be for the future of ByteDance?

Case of Tesla (Work in progress)

Case Researcher: Zhu Yunhai

What is the secret of the rapid development of Tesla? Why must it enter China market? What experience can Chinese auto companies learn from Tesla's development?

Case of JD Digits (Work in progress)

Faculty Advisor: Prof. Ning Zhao Case Researcher: Yan Min

Founded within JD Group, JD Digits was formerly known as JD Finance which achieved a brand upgrade and changed its name to "JD Digits" in November 2018. After changing the name, what changes have been made to the business focus of JD Digits? What are the highlights of its technical capabilities and commercial applications in technology, especially artificial intelligence?

Economics

Epidemic Prevention, Economy Saving and Multi-target Balance (Completed)

Faculty Advisor: Prof. Li Wei Case Researcher: Gu Chongqing

The modern government is a government balanced among multiple targets. Although the epidemic is urgent now, saving the economy cannot be ignored. Otherwise, once the economy is interrupted, it will be very difficult to continue the supply chain. Therefore, the accurate quarantine is the best way rather than the massive quarantine.

How to Sail against The Current (Completed)

Faculty Advisor: Prof. Li Wei Case Researcher: Gu Chongqing

What do the revision of the Securities Law and the acceleration of the opening up of the financial industry mean for the national economy? As China has always had a tradition of reforms of "reversed transmission of the pressure", will this time be a similar phenomenon?

Compilation of Partial Anti-epidemic Economic Policies (Completed)

Faculty Advisor: Prof. Li Wei Case Researcher: Gu Chongqing

Since December 2019, an infectious disease called COVID-19 has swept China. In order to fight against the epidemic, the Chinese government has adopted strict anti-crisis policies, one of which is the policy of massive quarantine. These policies have effectively controlled the spread of the crisis, but they have also given the Chinese economy a heavy blow. In order to overcome the economic crisis, the government has also launched a number of anti-crisis economic policies, ranging from tax cuts to lowering credit interest rates. As the scope of the policies is extensive, this PPT has collected some important policies for compilation.

The Pattern of "The State Sector Advances, The Private Sector Retreats" and China's Economic Reform (Completed)

Faculty Advisor: Prof. Li Wei Case Researcher: Gu Chongqing

A major feature of Chinese economy in recent years is that "the state sector advances, the private sector retreats", in which a large amount of resources flow to the state-owned sector, while private enterprises are subject to discrimination. But in terms of efficiency, state-owned enterprises are far inferior to private enterprises. Therefore, this is a misallocation of resources, which will not only bring financial risks, but also result in waste. How to solve this problem is related to the direction of the Chinese economy and the living standards of the Chinese people in the future, so it is worth our attention.

Marketing

Red Dragonfly-Forced to Make Online Transformation (Completed)

Faculty Advisor: Prof. Wang Yijiang Case Researcher: Zhu Yunhai

Under the epidemic of COVID-19, how can traditional shoe companies launch online marketing to save themselves?

"China's Business Conditions Index" Report

Monthly BCI Survey & Report (Monthly Update)

Faculty Advisor: Prof. Li Wei Case Researcher: Gu Chongqing

Although the private sector is the most dynamic force in the Chinese economy, an index to assess private enterprises operating conditions was lacking. To fill in the gap, we have compiled related indexes using data obtained from monthly questionnaire surveys among entrepreneurs in the growing CK alumni network. Each year 12 editions of the index will be released.