

Theme	Company/Industry	Focus of Study
Digital Innovation	NFT and Metaverse	LULLULAND, the startup team, has insightful views on Metaverse and NFT. As the most successful third-party development team in SADNBOX, this case seeks to present a real aspect of the current Metaverse startup through interviews and mining research.
	JAKA Cobot (video case)	Try to present the strategy, products, supply chain, R&D and development of JAKA Cobot in 5 micro-video cases (about 3 min. each).
	Stitch Fix	With the combination of AI and fashion, as well as algorithms and designer recommendations, how did the American company Stitch Fix capture customers and the market through the "mystery box" of clothing from its start-up to IPO?
	Alibaba Community E-commerce	Break down the current vegetable supply chain in terms of structure, efficiency and other links based on the perspective of supply chain perspective. Explain the reality of the main links such as origin, distribution and retail. Explain O2O model, self-owned preposition warehouse model, self-owned store sales + delivery to home model, community group purchase and other models from the perspective of combining consumer Internet and industrial Internet. Take Alibaba's latest business TAOCAICAI as an example to study the model of Alibaba community e-commerce.
	Alibaba vs JD.COM	What are the similarities and differences between the two different e-commerce models after nearly 20 years of development?
Social Innovation	Ji'an Model	The "Ji'an" project is a good example of the new idea of "social innovation" advocated by CKGSB to integrate resources across fields and seek solutions to major social problems. What are the experiences of "Ji'an Model" that can be copied and used for reference?
Brand Innovation	OATLY OAT MILK	There are several key strategic choices behind the rise of OATLY oat milk in the Chinese market. This case describes and presents its technological innovation, brand marketing, and strategic alliance cooperation by digging into these choices through interviews and restoring the decision-making scenarios.
	Xiaoxiandun	A panoramic marketing view of the creation and development of the Xiaoxiandun brand is presented from the perspectives of brand creation, positioning, and organization.
	Tmall Brand E-commerce	Lily & Beauty is an online cosmetics service retailer. Thanks to its operation, Freeplus has grown from nothing, reaching 900 million yuan in annual sales in 2021 and an increase of 1,400%. What are the marketing methods for the operation agency of several successful brands that are worth exploring and analysis?
Strategy	ByteDance(II)	Zhang Yiming has taken a different path outside of the "copy to China" rut, and ByteDance has grown from a startup to the world's largest unicorn company. What are the opportunities and challenges in its globalization journey? What is its future direction?
	LEHE	LEHE is a fast-growing B2B food supply service company. It is expected to complete 6 billion yuan in revenue by 2021, making it a leader in the industry. What are the conditions that have contributed to LEHE's rapid growth? What role does the three characteristics play in enterprise management: partnership system, digital support, and capitalization operation?
New Energy	NIO NEXTEV LIMITED	NIO's development strategy and challenges.
Economics	Evergrande, the LEHMAN BROTHERS of China?	Since September 2021, Evergrande Real Estate has encountered a serious capital chain crisis. Although the Chinese government has repeatedly stated that Evergrande is an isolated case, foreign public opinion has likened it to the LEHMAN BROTHERS of China. Whether it is right or wrong, it is not just a matter of concept, but a big question about whether China's economy can run healthily.
	NIO NEXTEV LIMITED	After the outbreak of COVID-19, the Chinese government implemented very strict anti-epidemic measures, and a large number of export orders began to flow back to China. China's trade surplus rose sharply again, bringing in a large amount of foreign exchange, which put pressure on the appreciation of RMB. As usual, the central bank had to step in again to stabilize the exchange rate, but at the cost of distorting economic development. This time, the central bank took a relatively lenient attitude and allowed the market play a bigger role, so the exchange rate appreciated almost to its historical peak.
Management System Reform	Restructuring of Huanbei	In the early 1990s, there were a large number of township collective enterprises in Huanbei Township, Rudong County, a subordinate of Nantong City. Although these enterprises contributed a certain amount of local output value, they were generally in a financial state of loss, thus a large number of bad debts appeared on the banks' books. What's more, the township finance was also dragged down by this factor, and it was almost impossible to pay out wages. So, what they needed to do is to think of a solution to this problem.
	The Loss of Rites to be Recovered from the People	"The Loss of Rites to be Recovered from the People" is an Ancient Chinese proverb, which means the government can go to the people to find the lost rites. In the early 1990s, when China was still very closed-minded and people had no idea of dealing with the large and small publicly owned enterprises, Deng Xiaoping's Southern Tour Talks unshackled people's minds and accelerated corporate reform in 1992.
Corporate Governance and Corporate Culture	Genki Forest	This case takes the history of GENKI FOREST as the main line, digs into its growth story in stages, and focuses on the founder's values behind it, answering many doubts about the reasons for GENKI FOREST's success. It is one of the few officially recognized decryption of GENKI FOREST's success on the market.
	CVTE	The growth path of the invisible champion in the field of intelligent display.
Digital Transformation	Huazhu Group	Huazhu Group cooperated with Lark to digitalize its organization and improve the "self-driving force" of more than 100,000 employees. This case plans to interview the CIO of Huazhu Group, explore the thinking of this process, and the best practices of the overall digital transformation of Huazhu Group.
"China's Business Conditions Index" Report	Monthly BCI Survey & Report	Compile and index to assess the operating conditions of private enterprises.

## Selected Cases 2018-2021

Research area	Title	Faculty	Researcher
Autonomous Driving/ Electric Vehicle	From "domestic substitution" to "international substitution" - how Linglong Tire "crosses the price zone"	Teng Binsheng	Wang Xiaolong
	How do enterprises think strategically? Take the e-cigarette industry as an example	Teng Binsheng	Wang Xiaolong
	The survival way of traditional breeding enterprises - taking Tecon Biology as an example	Li Wei	Zhu Yunhai
Autonomous Driving/ Electric Vehicle	Towards Openness: Can BYD Create the Legend Again?	Li Wei	Zhu Yunhai
	The future of the Internet of Vehicles: Companies like Tesla Going to the Left, Companies like Alibaba Going to the Right?		Yang Yan Lv Ya
	New Energy Vehicle Leader - Why Can Tesla Be?		Zhu Yunhai
Digital Innovation	JAKA Cobot: A sample startup with a user-end mindset	Li Wei	Li Chao
	"New Retail" for tires? Can Linglong Tire's strategic choice lead the team to break out of an encirclement?	Teng Binsheng	Wang Xiaolong
	Long-termism and speed defining the winner - inspiration from cross-border e-commerce SHEIN	Zhu Yang	Wang Xiaolong
	Fighting the "Pig Cycle"! How Yihao Foodstuff is "connecting" to fulfill the breeding industry's "once-in-a-millennium dream"	Zhu Yang	Wang Xiaolong
	The Key Moment of ByteDance	Teng Binsheng	Yan Min He Mingqin
	PDD: The Rise and Future of the Leading Social E-Commerce Company	Jing Bing	Mei Xinlei
	The attack of Nice Tuan and the future of community group buying	Ouyang Hui	Chen Jian
Financial Innovation	YH Supermarket: Fresh Food Battles	Jing Bing	Li Mengjun
	Fintech helps micro finance - practice of Ant Group	Song Zhongzhi	Chen Jian
Social Innovation	BridgeBio: Give "pharmaceutical" the "financial" wing	Mei Jianping	Chen Jian
	"Frustrated hero" - Zhang Jian	Li Wei	Zhu Yunhai
	SEE Foundation: Do Public Service with Entrepreneurial Spirit	Zhu Rui	Li Mengjun
	"Ant Microcredit": The Social Value of Inclusive Finance	Chen Long	Yang Yan
	Poverty Alleviation and Revitalization in Xinxian County of Henan	Fan Xinyu	Yan Min
Ant Forest: Internet Practice of Environmental Protection and Public Welfare	Huang Chunyan Song Zhongzhi	Zhu Yunhai Mei Xinlei	