

# Newsletter

## Faculty Research Publications



### Published Articles

Cai, Jiangnan (John). 2015. "How can the society-run healthcare be moved forward? (如何推进社会办医?)". *China Social Security magazine* (《中国社会保障》).  
Contact: [jncai@ceibs.edu](mailto:jncai@ceibs.edu)

Cai, Jiangnan (John) & Ding, Zhuling. 2015. "How to develop telemedicine? (蔡江南、丁珠林, "远程医疗, 如何发展?)". *China Health* (《中国卫生》).  
Contact: [jncai@ceibs.edu](mailto:jncai@ceibs.edu)

Chen, J., Zhao, X., Lewis, M and Squire, B. 2015. "A multi-method investigation of buyer power and supplier motivation to share knowledge". *Production and Operations Management*. (FT45).  
Contact: [xiande@ceibs.edu](mailto:xiande@ceibs.edu)

Chen, Weiru and Yayavaram, Sai. 2015. "Changes in Firm Knowledge Couplings and Firm Innovation Performance: The Moderating Role of Technological Complexity". *Strategic Management Journal*. (FT45) 36, 3, 377-396.  
Contact: [weiruchen@ceibs.edu](mailto:weiruchen@ceibs.edu)

Cumming, Douglas, Leung, Tak and Rui, Oliver (Meng). forthcoming. "Gender Diversity and Securities Fraud". *Academy of Management Journal*. (FT45).

**Abstract:** We formulate theory on the effect of board of director gender diversity on the broad spectrum of securities fraud and generate three main insights. First, based on ethicality, risk aversion, and diversity, we hypothesize that gender diversity on boards can operate as a significant moderator for the frequency of fraud. Second, we hypothesize that the stock market response to fraud from a more gender-diverse board is significantly less pronounced. Third, we hypothesize that women are more effective in male-dominated industries in reducing both the frequency and severity of fraud. Our first-ever empirical tests, based on data from a large sample of Chinese firms that committed securities fraud, are largely consistent with each of these hypotheses.  
**Paper:** <http://ami.aom.org/content/early/2015/02/09/ami.2013.0750.abstract>  
Contact: [oliver@ceibs.edu](mailto:oliver@ceibs.edu)

Han, Jian and Liang Neng. forthcoming. "In Their Own Eyes and Voices: The Value of an Executive MBA Program According to Partici-

pants". *Journal of Management Education*.

**Abstract:** The purpose of this study was to more effectively understand the learning experiences of Executive Master of Business Administration (EMBA) students. We asked 330 EMBA students to draw a graphic representation of their life and reflect on their EMBA experiences. We then applied the Zaltman metaphor elicitation technique to conduct in-depth interviews with 13 EMBA students. By analyzing the visual and narrative data, we documented that the students tended to enter EMBA programs during transitional periods when facing major personal, professional, and self-conceptual challenges. The four most valued outcomes of their EMBA experiences were an analytical framework, a well-connected network, a community to belong to, and a journey of self-discovery and renewal.

**Paper:** <http://jme.sagepub.com/content/early/2015/05/04/1052562915582268.full.pdf?ikey=Uzz7gJpToLF8Yz&keytype=finite>  
Contact: [jianhan@ceibs.edu](mailto:jianhan@ceibs.edu)

Hühn, Matthias P..2015. "The Unreality Business - How Economics (and Management) Became Anti-philosophical". *Philosophy of Management*.  
Contact: [matthiashuehn@yahoo.de](mailto:matthiashuehn@yahoo.de)

Jean, B., Wang, Z. and Zhao, X.. 2015. "Drivers and customer satisfaction outcomes of CSR in supply chains in different institutional contexts: A comparison between China and Taiwan". *International Marketing Review*.  
Contact: [xiande@ceibs.edu](mailto:xiande@ceibs.edu)

Kim, Kwang-Ho, Kim, Tae-Hyun, Kim, Tae-Yeol & Byun, Heejung. 2015. "Lateral hiring and the performance of professional service firms: the moderating effects of leverage ratio". *The International Journal of Human Resource Management*.

**Paper:** <http://dx.doi.org/10.1080/09585192.2015.1045006>  
Contact: [tykim@ceibs.edu](mailto:tykim@ceibs.edu)

Liao, P., Ye, F., Tayi, G.K., Zhao, X. . 2015. "Competition and Coordination in Online and Offline Hotel Distribution Channels under Commission Override Model". *International Journal of Revenue Management*.  
Contact: [xiande@ceibs.edu](mailto:xiande@ceibs.edu)

Liu, C., Huo, B., Liu, S., and Zhao, X.. 2015. "Effect of Information Sharing and Process Coordination on Logistics Outsourcing". *Industrial Management & Data System*.  
Contact: [xiande@ceibs.edu](mailto:xiande@ceibs.edu)

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Park, Seung Ho. 2015 Apr. "Governance Paradox in East Asia: Too Many Rules in Fast-Changing Societies". *Forbes*.  
Paper: <http://www.forbes.com/sites/ceibs/2015/04/08/governance-paradox-in-east-asia-too-many-rules-in-fast-changing-societies/>  
Contact: [spark@ceibs.edu](mailto:spark@ceibs.edu)

Park, Seung Ho. 2015 May. "Can China reach full potential of Internet technologies?". *Forbes*.  
Paper: <http://www.forbes.com/sites/ceibs/2015/05/14/can-china-reach-full-potential-of-internet-technologies/>  
Contact: [spark@ceibs.edu](mailto:spark@ceibs.edu)

Q Wang, V Chris, X Zhao, Z Wang. 2015. "Modes of Service Innovation: A Typology". *Industrial Management & Data Systems*.  
Contact: [xiande@ceibs.edu](mailto:xiande@ceibs.edu)

Velamuri, S. R., Anant, P., and Kumar, V.. forthcoming. "Doing Well to Do Good: Business Model Innovation in Social Healthcare". *Advances in Strategic Management*. 33.  
Abstract: We study three private hospital organizations in India that were set up to deliver high quality, affordable services to the poor. Their distinctive feature is that they have successfully balanced, through business model innovations, two apparently contradictory logics: financial (doing well) and social (doing good). Through the analysis of abundant primary and secondary data, we document in detail the key features of their business models – customer identification, customer engagement, value chain and linkages and monetization – and document how they contribute to the organizations' ability to deliver high quality healthcare at very low prices. We analyze the impact of these organizations, both direct and indirect, on the healthcare delivery landscape in India. We show that while their direct impact is significant, their indirect impact could potentially transform healthcare delivery in India and in other developing countries.  
Contact: [rvelamuri@ceibs.edu](mailto:rvelamuri@ceibs.edu)

Velamuri, Ramakrishna S.. 2015 Apr. "Change the Architecture". *Business Today*.  
Contact: [rvelamuri@ceibs.edu](mailto:rvelamuri@ceibs.edu)

Wang, Q., Wang, Z. and Zhao, X.. 2015. "strategic orientation and mass customization capability: the moderating effect of product life cycle". *International Journal of Production Research*.  
Contact: [xiande@ceibs.edu](mailto:xiande@ceibs.edu)

Xu, Bin, Fernandez, Juan, and Zhou, Dongsheng. 2015. "Companies Awaiting Market's Decisive Role". *The LINK*. 1, 46-53.  
Contact: [xubin@ceibs.edu](mailto:xubin@ceibs.edu)  
[fjuan@ceibs.edu](mailto:fjuan@ceibs.edu)  
[zdongsheng@ceibs.edu](mailto:zdongsheng@ceibs.edu)

Zhang, C., Huo, B. and Zhao, X.. 2015. "The Effect of IT and Relationship Commitment on Supply Chain Coordination: A Contingency and Configuration Approach". *Information & Management*.  
Contact: [xiande@ceibs.edu](mailto:xiande@ceibs.edu)

Zhang, M., Qi, Y., Zhao, X. and Duray, R. 2015. "Mass customisation systems: Complementarities and performance consequences". *International Journal of Logistics Research and Applications*.  
Contact: [xiande@ceibs.edu](mailto:xiande@ceibs.edu)

Zhang, M., Zhao, X. and Lyles, M.. 2015. "Absorptive capacity and mass customization capability: The role of customers and suppliers as sources of knowledge". *International Journal of Operations & Production Management*.  
Contact: [xiande@ceibs.edu](mailto:xiande@ceibs.edu)

Zhang, M., Lettice, F and Zhao, X.. 2015. "The impact of social capital on mass customization and product innovation capabilities". *International Journal of Production Research*.  
Contact: [xiande@ceibs.edu](mailto:xiande@ceibs.edu)

## Books

Fernandez, Juan, Xu, Bin, Zhou, Dongsheng, Puyuelo, Maria and Li, Junjun. 2015. *China Business Survey 2015*. CEIBS.  
Contact: [xubin@ceibs.edu](mailto:xubin@ceibs.edu)  
[fjuan@ceibs.edu](mailto:fjuan@ceibs.edu)  
[zdongsheng@ceibs.edu](mailto:zdongsheng@ceibs.edu)

Park, S.H., Ungson, G.R., and Cosgrove, A.. 2015. *Scaling the tail: managing profitable growth in emerging markets*. New York: Palgrave Macmillan.  
Contact: [spark@ceibs.edu](mailto:spark@ceibs.edu)

Prashantham, Shameen. 2015 Apr. *Born Globals, Networks, and the Large Multinational Enterprise*. Routledge.  
Contact: [sprashantham@ceibs.edu](mailto:sprashantham@ceibs.edu)

## Cases

Park, Seung Ho & Ji, Hong. 2015. "Letv: To Build a Super Car or Not?". CC-315-048. CI-315-048.  
Contact: [spark@ceibs.edu](mailto:spark@ceibs.edu)

Park, Seung Ho & Ji, Hong. 2015. "COFCO – Executing Corporate Turnaround for Sustained Growth". CC-315-049. CI-315-049.  
Contact: [spark@ceibs.edu](mailto:spark@ceibs.edu)

## Awards and Honors

Meyer, Klaus E.. 2015. 2005 article "Probing theoretically into Central and Eastern Europe: transactions, resources, and institutions" won the Journal of International Business Studies decade award for 2015.

Park, Seung Ho. 2015. Prof. Park has been selected by the International Management Division of the Academy of Management for the Outstanding Service to the Global Community Award.  
News: <http://division.aomonline.org/im/images/newsletters/im%20division%20news%20-%20july%202015.pdf>

Yip, George S.. 2015. The paper "Innovation in Emerging Markets - The Case of China" published in International Journal of Emerging Markets was selected by the journal's editorial team as a Highly Commended Paper of 2014.

**Apr.-Jun.  
Quarter 2, 2015**

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## Faculty Research Publications

**Zhao, Xiande. 2015. The paper "Diffusion of Service Innovations in Multi-unit Organizations- a System Dynamics Perspective" won the Best Paper Award on the 6th Conference of European Decision Science Institute.**

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## Research Center Publications



### CEIBS Center for Entrepreneurship and Investment (CCEI)

#### Published Articles

Li, S., Velamuri, S. R., Dong, L., and Xu, R. 2015. "Balancing Online and Offline", case study published in Business Today, April 12, 2015

Contact: [rvelamuri@ceibs.edu](mailto:rvelamuri@ceibs.edu)

Velamuri, S. R., and Dong, L. 2015. "Mr. Ji's Hard Climb Up China's Hotel Pyramid", case study published in Business Today, May 10, 2015

Contact: [rvelamuri@ceibs.edu](mailto:rvelamuri@ceibs.edu)

#### Cases

Gong, Y., Velamuri, S. R., and Dong, L. 2015. "Hotelvp: Swimming with Sharks".

Contact: [rvelamuri@ceibs.edu](mailto:rvelamuri@ceibs.edu)  
[gongy@ceibs.edu](mailto:gongy@ceibs.edu)

### The CEIBS Lujiazui Institute of International Finance (CLIF)

#### Published Articles

Liu, Shengjun. "创业板：不仅仅是泡沫" (GEM: not just foam). caixin.com. April 7, 2015.

Contact: [lgary@ceibs.edu](mailto:lgary@ceibs.edu)

Liu, Shengjun. "防范经济硬着陆的政策选项" (The policy options to prevent a hard landing). caixin.com. April 15, 2015.

Contact: [lgary@ceibs.edu](mailto:lgary@ceibs.edu)

Liu, Shengjun. "改革 '蜜月期' 结束之后" (After the "honeymoon period" of reform ends). caixin.com. April 29, 2015.

Contact: [lgary@ceibs.edu](mailto:lgary@ceibs.edu)

Liu, Shengjun. "别忽悠，牛市救不了经济" (Do not lie, the bull market cannot save the economy). caixin.com. April 30, 2015.

Contact: [lgary@ceibs.edu](mailto:lgary@ceibs.edu)

Liu, Shengjun. "谁不改革谁下台" (Who does not reform who resign). caixin.com. May 7, 2015.

Contact: [lgary@ceibs.edu](mailto:lgary@ceibs.edu)

Liu, Shengjun. "降息降准能救中国经济吗" (Can RRR and rate cut save China's economy?). caixin.com. May 11, 2015.

Contact: [lgary@ceibs.edu](mailto:lgary@ceibs.edu)

Liu, Shengjun. "面对创业板泡沫，监管者该做些

什么" (Faced with the GEM bubble, regulators should do what). caixin.com. May 22, 2015.

Contact: [lgary@ceibs.edu](mailto:lgary@ceibs.edu)

Liu, Shengjun. "'权威人士' 指点中国经济迷津" ("Authoritative" pointing Chinese economy maze). caixin.com. May 27, 2015.

Contact: [lgary@ceibs.edu](mailto:lgary@ceibs.edu)

Liu, Shengjun. "国企改革方向没有变" (SOE reform direction has not been changed). caixin.com. June 10, 2015.

Contact: [lgary@ceibs.edu](mailto:lgary@ceibs.edu)

Liu, Shengjun. "伟大是熬出来的：里根经济学的诞生" (Greatness is boiled out: the birth of Reaganomics). caixin.com. June 24, 2015.

Contact: [lgary@ceibs.edu](mailto:lgary@ceibs.edu)

Liu, Shengjun. "股市监管者如何正确作为" (Stock market regulators how to conduct properly). caixin.com. June 30, 2015.

Contact: [lgary@ceibs.edu](mailto:lgary@ceibs.edu)

Wang, Xin. "译著《从创业融资到IPO—企业融资全流程实战解析》" (Translation, Raising Capital-Get The Money You Need to Grow Your Business). Posts & Telecom Press, February 1, 2015.

Contact: [wshane@ceibs.edu](mailto:wshane@ceibs.edu)

Wang, Xin, "证券集团诉讼：IPO注册制的强力

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## Research Center Publications

保镖” (Securities Class Action: A Strong Bodyguards for IPO Register System) . caixin.com. April 24, 2015.  
Contact: [wshane@ceibs.edu](mailto:wshane@ceibs.edu)

Yu, Weiguo. “股市将接替楼市成为国家战略” (Stocks market will take over the property market as a national strategy) , zhuanlan.Sina.com.cn. April 8,2015;  
Contact: [yandy@ceibs.edu](mailto:yandy@ceibs.edu)

Yu, Weiguo. “中国股市并未出现明显泡沫” (China's stock market has not been obvious bubble) , zhuanlan.sina.com.cn. May 4,2015;  
Contact: [yandy@ceibs.edu](mailto:yandy@ceibs.edu)

### Books

Wu, Xiaoling, “中国金融政策报告2015” (China financial policy report 2015) . China Financial Publishing House. May 2015 edition.

Wu, Jiangang. “精通衍生产品市场”(Mastering Derivatives Markets). Posts & Telecom Press, June, 2015.  
Contact: [wjiangang@ceibs.edu](mailto:wjiangang@ceibs.edu)