

Newsletter

Faculty Research Publications



China Depth, Global Breadth

Peer Reviewed Journal Articles

Birtch, T. A., Chiang, F. F., Cai, Z., & Wang, J.. 2021 May. "Am I choosing the right career? The implications of COVID 19 on the occupational attitudes of hospitality management students". *International Journal of Hospitality Management*. (A*) 95.

Abstract: The hospitality industry is under threat from COVID-19 and the possibility of future crises remains very real. To improve understanding of how such a crisis impacts the attractiveness of pursuing a career in the hospitality industry, this study examines the effects of negative emotions invoked by COVID-19 on hospitality management students' occupational attitudes. Using a sample of 425 students, we find that in addition to diminishing their occupational identification and in turn, job choice intentions, that the effects of these negative emotions are channeled through three salient motivational pathways, namely self-efficacy, intrinsic and extrinsic motivation, and passion. Thus, the study not only advances theory by providing a more nuanced conceptualization of the effects of negative emotions on occupational attitudes but it identifies important leverage points that can be harnessed to help mitigate the harmful emotional effects of a crisis, such as COVID-19, important and timely contributions that the authors hope will benefit aspiring hospitality industry talent and help restore the attractiveness of careers in the hospitality industry. Future research directions and implications to theory and practice are discussed.

Paper: <https://doi.org/10.1016/j.ijhm.2021.102931>

Contact: fchiang@ceibs.edu

Boo, C. and Kim, C.. 2021. "Institutional ownership and marketing myopic management". *Applied Economics Letters*. 28, 2, 148-152.

Contact: chkim@ceibs.edu

Cheng, Lin, Jaggi, Jacob and Young, Spencer. forthcoming. "Does Restricting Managers' Discretion through GAAP Impact the Usefulness of Accounting Information in Debt Contracting?". *Contemporary Accounting Research*. (FT50).

Contact: chenglin@ceibs.edu

Child, Travers Barclay.. forthcoming. "Losing Hearts & Minds: Aid and Ideology". *Journal of Conflict Resolution*. (A*).

Contact: t.b.child@ceibs.edu

Cronqvist, Henrik, Warachka, Mitch and Yu, Fang (Frank). forthcoming. "Does Finance Make Us Less Social?". *Journal of Financial and Quantitative Analysis*. (FT50).

Contact: fyu@ceibs.edu

Du, F., Erkens, D.H. and Xu, K.. 2021. "Gender Differences in Decision-Making: Implications for Business Leaders". *China Management Accounting Review*. 16, 2, 109-122.

Contact: david.erkens@ceibs.edu

Fang, T., Gunderson, M., & Lee, B. Y.. 2021. "Can Older Workers be Retrained? Canadian evidence from worker-firm linked data". *Relations Industrielles/Industrial Relation*. 76, 3, 429-452.

Contact: blee@ceibs.edu

Greeven, M., Xin, K. R. & Yip, G. S. . 2021 Sep. "How Chinese Retailers Are Reinventing the Customer Journey". *Harvard Business Review*. (FT50) 84-93.

Contact: katherinexin@ceibs.edu

Hsu, Y-S., Chen, Y P., Shaffer, M. A., & Chiang, F. F. T. . forthcoming. "Knowledge exchange between expatriates and host country nationals: An expectancy value perspective". *Journal of Global Mobility*.

Contact: fchiang@ceibs.edu

Hsu, Y-S., Chen, Y P., Chiang, F. F. T., & Shaffer, M. A.. forthcoming. "It takes two to tango: Knowledge transfer between expatriates and host country nationals". *Human Resource Management*. (FT50).

Contact: fchiang@ceibs.edu

Kim, T.Y., David, E. M., Chen, T., & Liang, Y.. forthcoming. "Authenticity or self-enhancement? Effects of self-presentation and authentic leadership on trust and performance". *Journal of Management*. (FT50).

Contact: edavid@ceibs.edu
tykim@ceibs.edu

Kim, T.-Y., David, E., & Liu, Z.. 2021. "Perceived cognitive diversity and creativity: A multilevel study of motivational mechanisms and boundary conditions". *Journal*

Inside this issue:

Peer Reviewed Journal Articles	31
Trade Journal Articles	20
Newspaper/Media Articles	64
Books	7
Book Chapters	5
Cases	21
Awards and Honors	1

Newsletter

Faculty Research Publications

of *Creative Behavior*. 55, 1, 168-182.

Contact: tykim@ceibs.edu
edavid@ceibs.edu

Kim, T.-Y., Liden, R. C., Liu, Z., & Wu, C.. forthcoming. "The Interplay of Leader–Member Exchange and Peer Mentoring in Teams on Team Performance via Team Potency". *Journal of Organizational Behavior*. (A*).

Contact: tykim@ceibs.edu

Lee, Jean S K and Xu, Dongjie. forthcoming. "From mine to ours: a dynamic process model in developing ethical culture the case of Alibaba". *Asia Pacific Business Review*.

Abstract: Organizational culture (including ethical culture) is argued to be greatly influenced by the founder or leader of the organization. However, little is known about how a founder takes procedural steps to transmit his or her personal ethical values to the whole organization. Based on an in-depth case study of Alibaba, a Chinese internet-based company, this research develops a process model to uncover the dynamics of developing an ethical organizational culture. The model articulates four mechanisms in four processes adopted by both the leaders and followers. The analysis shows that the development of an ethical culture is nonlinear and interactional, and that the founder and subordinates play different roles in the various phases of the development of an ethical culture.

Paper: <https://www.tandfonline.com/eprint/ZCAIIDCWA4GAV3167HBT/full?target=10.1080/13602381.2021.1989154>

Contact: jeanlee@ceibs.edu

Lu, M., Mo, D. and Du, F.. 2021 May. "Exercise, grades, stress, and learning experiences during remote learning due to the COVID-19 pandemic". *Journal of Emerging Investigators*.

Paper: <https://emerginginvestigators.org/articles/exercise-grades-stress-and-learning-experiences-during-remote-learning-due-to-the-covid-19-pandemic>

Contact: feidu@ceibs.edu

Meyer, K., Prashantham, S., & Xu, S.. 2021. "Entrepreneurship and the Post-COVID-19 Recovery in Emerging Economies". *Management and Organization Review*. 17, 3, 417-443.

Contact: sprashantham@ceibs.edu

Nayyar, R. and Prashantham, S. . 2021. "Subnational institutions and EMNE acquisitions in advanced economies: institutional escapism or fostering?". *Critical Perspectives on International Business*. 17, 3, 417-443.

Contact: sprashantham@ceibs.edu

Park, Hyun Young. 2021. "How Consumers Spend and Distribute Money Tainted by Anger". *Journal of Distribution Science*. 19, 7, 51-59.

Abstract: Purpose: Anger has become one of the dominantly experienced emotions in recent years, particularly under the COVID-19 pandemic. Considering the critical role that anger plays in consumers' lives, the present research examines how feeling angry about money influences consumers' spending

and money distribution decisions. Research design and methodology. Three experiments were conducted using different emotion induction methods (i.e., dictator game, autobiographical recall, and scenario). Results. Feeling angry about money decreased pro-social spending (i.e., less money distribution to the others), but it did not affect virtuous or utilitarian spending for the self—unlike past finding on negative feelings that increased utilitarian spending. Furthermore, whereas anger-tainted money decreased pro-social spending of that money, guilt-tainted money increased pro-social spending. However, the effects of guilt versus anger were not completely symmetrical. The antagonistic effect of anger was diffusive across spending on distant and close others, whereas the pro-social effect of guilt was limited to distant others. Conclusions: These findings help policy makers and financial institutions forecast how money will be distributed or circulated when it is likely to be dampened by anger under the pandemic. They also highlight the importance of examining the effects of discrete emotions (e.g., anger vs. guilt) beyond valence.

Paper: <http://www.koreascience.or.kr/article/JAKO202119453004142.do>

Contact: hpark@ceibs.edu

Park, Hyun Young and Chang, Sue Ryung. forthcoming. "When and How Brands Affect Attribute Weights in Consumer Decision Processes". *European Journal of Marketing*. (A*).

Abstract: Purpose. This research investigates when and how brands influence attribute importance weights. Most past studies modelling consumer decision processes treated the brand of a product as an attribute parallel to the price, color, or size of a product; and as a result, those studies assigned an equal (i.e., non-contingent) importance weight across brands for each attribute. In contrast, we introduce a brand-contingent attribute-weighting process, in which brand is a higher-order construct that influences attribute importance. Methodology/approach. We present a multi-level choice model in which the importance weight of an attribute can vary across brands. We then estimate the model using real purchase data and survey data from airline industry. Findings. We find that attribute importance weights are contingent upon two aspects of a brand—the perceived relative position of the brand and consumers' brand usage experiences. Specifically, when consumers perceive a brand to be inferior to its competitors in a given attribute, they generally place greater weight on that attribute for that brand. In contrast, when consumers perceive a brand to be superior to its competitors in a given attribute, only consumers with extensive brand usage experiences place greater weight on that attribute for that brand. Practical implications. Our findings provide managerial insights on brand positioning and segmentation strategies using consumers' brand usage experiences. Originality/Value. We advance the literature on consumer decision processes by modeling an attribute-weighting process that is contingent upon brands. We model this process based on consumer behavior theories and estimate the model using real market data.

Contact: hpark@ceibs.edu

Polidoro Jr, F., & Yang, W.. 2021 July. "Corporate Investment Relationships and the Search for Innovations: An Examination of Startups' Search Shift Toward Incumbents". *Organization Science*. (FT50) 32, 4, 909–939.

Contact: wyang@ceibs.edu

Prashantham, Shameen. 2021. "Partnering with startups

Newsletter

Faculty Research Publications

globally: Distinct strategies for different locations". *California Management Review*. 64, 3, 123-145.
Contact: sprashantham@ceibs.edu

Ramasamy, B., Wu, H. and Yeung, M.. forthcoming.
"Hosting annual international sporting events and tourism: Formula-1, golf or tennis?". *Tourism Economics*.
Contact: bramasamy@ceibs.edu

Ramasamy, B., Zhang, J., Au, A. and Yeung, M. . 2020.
"The trapped dragon: A province-by-province analysis of the middle-income trap in China". *Agenda: A Journal of Policy Analysis and Reform*. 27, 1, 5-32.
Contact: bramasamy@ceibs.edu

Wang, Yajin. forthcoming. "A Conceptual Framework of Contemporary Luxury Consumption". *International Journal of Research in Marketing*. (A*).
Contact: yajinwang@ceibs.edu

Wanderley, C., Cullen, J. and Tsamenyi, M.. 2021. "The unfolding rationales surrounding management accounting innovations: a balanced scorecard case". *Accounting, Auditing and Accountability Journal*.
Contact: mtsamenyi@ceibs.edu

Wang, A. C., Chen, Y., Hsu, M. S., Lin, Y. C., & Tsai, C. Y. . forthcoming. "Role-based paternalistic exchange: Explaining the joint effect of leader authoritarianism and benevolence on culture-specific follower outcomes". *Asia Pacific Journal of Management*.
Contact: wac@ceibs.edu

Wang, Q., Oshri, I., Zhao XD.. forthcoming. "Value cocreation in new service development: a process-based view of resource dependency". *European Journal of Marketing*. (A*).
Contact: xiande@ceibs.edu

Wang, Yajin. forthcoming. "Residential Mobility and Consumer Research". *Journal of Consumer Psychology*. (FT50).
Contact: yajinwang@ceibs.edu

Ying, H., Chen, L. J., Zhao, X. D.. 2021. "Application of text mining in identifying the factors of supply chain financing risk management". *Industrial Management & Data Systems*. 121, 2, 498-518.
Contact: xiande@ceibs.edu

Zhao, H. & Liu, Q.. forthcoming. "Entrepreneurial Passion: A meta analysis of three measures". *Entrepreneurship: Theory and Practice*. (FT50).
Contact: zhaohao@ceibs.edu

Zhu, Tian and Lai, Pingyao. forthcoming. "China Economic Review". *China Economic Review*.
Contact: ztian@ceibs.edu

Trade Journal Articles

Cai, Guiyu and Lee, Jean. 2021. "开创型家族企业的可持续发展战". *家族企业 (China Family Business Review)* . 6, 68-70.
Contact: jeanlee@ceibs.edu

Fang, Yue. 2021. "新能源汽车的三方博弈与三个战场". *财经*. 24.
Contact: fyue@ceibs.edu

Han, Jian. 2021. "Taking the whole picture and choosing the long journey". *Harvard Business Review (Chinese)* .
Contact: jianhan@ceibs.edu

Lee, Jean. 2021. "持续升级的可持续发展挑战". *家族企业 (China Family Business Review)* . 11, 4.
Contact: jeanlee@ceibs.edu

Lee, Jean and Cai, Guiyu. 2021. "价值导向对于家族企业践行社会责任的影响责任与传承可持续的家族企业调研". *家族企业 (China Family Business Review)* . 11, 48-54.
Contact: jeanlee@ceibs.edu

Lee, Jean and Cai, Guiyu. 2021. "家族企业的传承和企业家的退后管理 家族企业". *家族企业 (China Family Business Review)* . 4, 44 47.
Contact: jeanlee@ceibs.edu

Lee, Jean and Tan, Ruofeng. 2021. "危机中的突围与成长 女性企业家的悖论式领导". *家族企业 (China Family Business Review)* . 2, 58- 61.
Contact: jeanlee@ceibs.edu

Prashantham, S.. 2021. "How corporates can partner with startups for SDGs". *CEO Today*.
Paper: <https://www.ceotodaymagazine.com/2021/11/how-corporates-can-partner-with-startups-for-sdgs/>
Contact: sprashantham@ceibs.edu

Rui, Meng. 2021 Feb. "监管沙盒的国际比较". *金融科技Time*.
Contact: oliver@ceibs.edu

Rui, Meng. 2021 Sep. "'践行ESG以强化发展韧性'". *家族企业 (China Family Business Review)* .
Contact: oliver@ceibs.edu

Rui, Meng and Yin, Jack. 2021 Nov. "提高家族传承的关键要素——践行企业社会责任.". *家族企业 (China Family Business Review)* .
Contact: oliver@ceibs.edu

Newsletter

Faculty Research Publications

Sheng, Songcheng and Sun, Dan. 2021. "美债收益率上涨的根本原因与后果——兼论“美债增发与增发初衷的悖论”. *中国金融*. 8.

Contact: ssongcheng@ceibs.edu

Sheng, Songcheng. 2021 Apr. "人民币国际化应成为我国重要的国家战略". *首席经济学家*.

Contact: ssongcheng@ceibs.edu

Sheng, Songcheng. 2021. "目前我国货币政策不宜收紧". *北大金融评论*. 7.

Contact: ssongcheng@ceibs.edu

Wang, An-Chih Andrew. 2021. "特殊时期，企业需要“创意思考”". *Harvard Business Review (China)*.

Contact: wac@ceibs.edu

Xin, K. R. & Yan, J. . 2021 Nov. " Reigniting 《重燃》". *Business Review*. 5.

Contact: katherinexin@ceibs.edu

Xin, K. R. & Yan, J.. 2021 Oct. "Who will win eventually? 《谁能赢到最后》". *Business Review*. 5.

Contact: katherinexin@ceibs.edu

Xu, Bin. 2021. " 忆往事续前缘，聊“布道”开新篇". *经济学家茶座*.

Contact: xubin@ceibs.edu

Xu, Dongjie and Lee, Jean. 2021. " 恩威并用的家长式领导力 家长式领导力助力家族企业留住专业人才". *家族企业 (China Family Business Review)* . 9, 67-69.

Contact: jeanlee@ceibs.edu

Yang, Wei. 2021 Aug. " 当代年轻人的“躺平”，究竟暴露了什么危机? ". *Harvard Business Review (Chinese)*.

Contact: wyang@ceibs.edu

Newspaper/Media Articles

Bourgouin, Andre and Bouteiller, Eric. 2021 Aug 16. China Strives for First-In-Class Drug Innovation with New Patent Law. *Pharma Boardroom (London)*.

Paper: <https://pharmaboardroom.com/articles/china-strives-for-first-in-class-drug-innovation-with-new-patent-law/>

Contact: beric@ceibs.edu

Bouteiller, Eric.. 2021 Feb 8. China's National Reimbursement Drug List (NRDL) 2020: What Reward for Innovation?. *Pharma Boardroom (London)*.

Paper: <https://pharmaboardroom.com/articles/chinas-national-reimbursement-drug-list-2020-what-reward-for-innovation/>

[reimbursement-drug-list-nrdl-2020-what-reward-for-innovation/](https://pharmaboardroom.com/articles/chinas-national-reimbursement-drug-list-2020-what-reward-for-innovation/)
Contact: beric@ceibs.edu

Chen, Shaohui. 2021 Jul. 13. 释放创新动力，你的障碍在哪里? . *CEIBS Official Wechat*.

Contact: csophie@ceibs.edu

Fang, Yue. 2021 Oct 6. 对话方跃：科技公司也需转型，否则会沦为传统企业. *经济观察报*.

Contact: fyue@ceibs.edu

Fernandez, Juan, David, Emily and Chen, Shaohui. 2021. Is innovation over-rated?. *CEIBS Official Wechat*.

Contact: csophie@ceibs.edu

He, Jinyu. 2021 April 22. 聚焦社会痛点，推动可持续发展. *南方周末*.

Contact: jinyuhe@ceibs.edu

He, Jinyu. 2021 Jul. 9. 从低欲望到躺平，你真的了解当代青年吗? . *CEIBS Knowledge*.

Contact: jinyuhe@ceibs.edu

He, Jinyu. 2021 Nov. 12. COP26落幕，你对环保还有哪些误区? . *CEIBS Knowledge*.

Contact: jinyuhe@ceibs.edu

Huang, Sheng. 2021 Nov. 15. 北交所考题：当下和长远. *经济观察报*.

Contact: shenghuang@ceibs.edu

Huang, Sheng. 2021 Dec 6. 黄生：上市公司治理更需要体系思维. *经济观察报*.

Contact: shenghuang@ceibs.edu

Huang, Sheng. 2021 Dec 6. Efforts to spur investor interest key to BSE. *China Daily*.

Contact: shenghuang@ceibs.edu

Huang, Sheng. 2021 Nov. 8. A 股资本市场资源分化，中小市值企业何去何从. *中国证券报*.

Contact: shenghuang@ceibs.edu

Huang, Sheng. 2021 Aug. 13. 企业上市了，然后呢 . *第一财经*.

Contact: shenghuang@ceibs.edu

Huang, Sheng. 2021 Aug. 12. 中小市值上市企业面临四大“陷阱”. *经济观察网*.

Contact: shenghuang@ceibs.edu

Huang, Sheng. 2021 Feb. 2. Industrial integration, mindset overhaul key to value creation, development. *China Daily*.

Newsletter

Faculty Research Publications

Contact: shenghuang@ceibs.edu

Huang, Sheng. 2021 Jan. 4. 2021 年，中国企业面临的四大风险和两大机遇. *第一财经*.

Contact: shenghuang@ceibs.edu

Park, Hyun Young. 2021 Nov. 24. Does pleasure affect perceptions of price? A look at hedonic vs utilitarian purchases. *CEIBS Knowledge*.

Paper: <https://www.ceibs.edu/new-papers-columns/20436>

Contact: hpark@ceibs.edu

Park, Hyun Young. 2021 May 4. How donors' regulatory focus changes the effectiveness of a sadness-evoking charity appeal. *CEIBS Knowledge*.

Paper: <https://www.ceibs.edu/new-papers-columns/how-donors%E2%80%99-regulatory-focus-changes-effectiveness-sadness-evoking-charity-appeal>

Contact: hpark@ceibs.edu

Rui, Meng. 2021 Jul. 19. 实现“碳中和”目标，“碳定价”是首要路径. *中国经营报*.

Contact: oliver@ceibs.edu

Rui, Meng and Yin, Jack. 2021. 后疫情时代中国经济增长的新势能——双碳战略. *上海商学院学报*.

Contact: oliver@ceibs.edu

Rui, Meng. 2021 Jul. 19. 实现“碳中和”目标，“碳定价”是首要路径. *中国经营报*.

Contact: oliver@ceibs.edu

Rui Meng, and Yin, Jack. 2021 Aug. 11. 后疫情时代中国经济增长的新势能——双碳战略. *上海商学院学报*.

Contact: oliver@ceibs.edu

Rui Meng, and Sun, Weiyu.. 2021 Feb. 1. 抱团追大现泡沫，机构的新战场在哪里. *第一财经(CBN)*.

Contact: oliver@ceibs.edu

Rui Meng and Sun Weiyu. 2021 Mar. 29. 基金，持有多久才对?. *第一财经(CBN)*.

Contact: oliver@ceibs.edu

Rui Meng and Sun, Weiyu.. 2021 Apr. 9. 基金最缺的是什么?. *第一财经(CBN)*.

Contact: oliver@ceibs.edu

Rui Meng and Sun, Weiyu. 2021 Apr. 29. 2021一季度募持仓解析. *第一财经(CBN)*.

Contact: oliver@ceibs.edu

Rui, Meng and Yin, Jack. 2021 May 22. 中国A股上市公司企业社会责任披露速览. *第一财经 (CBN)*.

Contact: oliver@ceibs.edu

Rui, Meng and Yin, Jack. 2021 May 24. 沉默的善意：一文了解中国家族慈善. *第一财经 (CBN)*.

Contact: oliver@ceibs.edu

Rui, Meng and Yin, Jack. 2021 May 24. 教育领域接受的捐赠有多少. *第一财经 (CBN)*.

Contact: oliver@ceibs.edu

Rui, Meng and Yin, Jack. 2021 May 24. 慈善的重量不是钱的多少——家族慈善另有深意. *第一财经 (CBN)*.

Contact: oliver@ceibs.edu

Rui, Meng. 2021 May 24. “双碳”大时代开启 绿色金融能做什么?. *新浪财经*.

Contact: oliver@ceibs.edu

Rui, Meng and Yin, Jack. 2021 May 25. A股上市公司越来越重视企业社会责任. *第一财经 (CBN)*.

Contact: oliver@ceibs.edu

Rui, Meng and Yin, Jack. 2021 May 26. 从A股上市公司的环保投入看企业价值. *第一财经 (CBN)*.

Contact: oliver@ceibs.edu

Rui, Meng and Yin, Jack. 2021. A股上市公司越来越不愿意披露诚信经营指数了?. *第一财经 (CBN)*.

Contact: oliver@ceibs.edu

Rui, Meng and Yin, Jack. 2021 Jun. 1. 你关心的A股企业人资披露情况. *第一财经 (CBN)*.

Contact: oliver@ceibs.edu

Rui, Meng and Yin, Jack. 2021. 为何 A股企业女性高管比重仍处低位?. *第一财经 (CBN)*.

Contact: oliver@ceibs.edu

Rui, Meng and Yin, Jack. 2021 Jun. 4. 上市公司的产品质量与社会责任关系. *第一财经 (CBN)*.

Contact: oliver@ceibs.edu

Rui Meng and Sun Weiyu. 2021 Jun. 18. 换手率汇影响基金表现吗?. *第一财经 (CBN)*.

Contact: oliver@ceibs.edu

Rui, Meng and Yin, Jack. 2021 Jul. 16. 全国碳市场的核心在于碳

Newsletter

Faculty Research Publications

价.第一财经 (CBN).
Contact: oliver@ceibs.edu

Rui Meng and Sun Weiyu. 2021 Aug. 2. 深度图解：公募今年二季度买了什么？. 第一财经 (CBN).
Contact: oliver@ceibs.edu

Rui Meng and Sun Weiyu. 2021 Nov. 5. 2021三季度公募买了哪些行业？. 第一财经(CBN).
Contact: oliver@ceibs.edu

Sheng, Songcheng. 2021 Nov.7. 盛松成：人民币已升值8%，但明年下半年后会贬值. 凤凰网财经.
Contact: ssongcheng@ceibs.edu

Sheng, Songcheng. 2021 Nov. 7. 盛松成：房地产市场运行底层逻辑已经变了，不再是投资对象. 凤凰网财经.
Contact: ssongcheng@ceibs.edu

Sheng, Songcheng. 2021 Nov. 9. 盛松成：央行碳减排支持工具不是全面降息. 央广网.
Contact: ssongcheng@ceibs.edu

Sheng, Songcheng. 2021 Dec. 30. 盛松成：抓住当下有利时机 加力宏观政策逆周期调控. 经济参考报.
Contact: ssongcheng@ceibs.edu

Wang, An-Chih Andrew. 2021 Feb 29. 从飞利浦和台积电的转型中，我们看到企业“创意思考”的价值. CEIBS WeChat Official Account.
Contact: wac@ceibs.edu

Wang, An-Chih Andrew. 2021 June. 代际传承的关键时刻. 知网文化.
Contact: wac@ceibs.edu

Wang, An-Chih Andrew, Farh, Larry Jiing-Lih and Takeuchi, Riki. 2021 Sep. 23. Can culturally contextual leadership sustain Asia's economic ascendancy?. CEIBS WeChat Official Account.
Contact: wac@ceibs.edu

Wang, Qi. 2021. AI时代，人类营销与AI营销，谁更胜一筹？. 澎湃新闻，第一财经，中欧微信公众号，中欧今日头条.
Contact: qwang@ceibs.edu

Wang, Qi. 2021. 生产一条牛仔裤耗水够一个人喝10年？要美也要可持续. 新华财经，直报，中欧微信公众号，中欧今日头条.
Contact: qwang@ceibs.edu

Wang, Qi. 2021. 《乡村爱情》盲盒遭疯抢，泡泡玛特市值过千

亿，你真的看懂盲盒了吗？. 中欧微信公众号，中欧今日头条.
Contact: qwang@ceibs.edu

Wang, Qi. 2021. Art of Marketing Blind Boxes with Eyes Wide Open. China Daily, CEIBS website.
Contact: qwang@ceibs.edu

Wu, Howei. 2021. Foreign companies in China remain confident, survey says. CEIBS Knowledge.
Contact: howeiwu@ceibs.edu

Xu, Bin. 2021 Feb 2. 股市、房市将总体朝上. 中欧华南微信公众号.
Contact: xubin@ceibs.edu

Zhang, Yu. 2021 Jan. 4. 搞懂95后，抓住更大的生意机会. CEIBS Knowledge.
Contact: zyu3@ceibs.edu

Zhang, Yu. 2021 Jan. 12. 抓住3.7亿人的生意机会，这是一份了解95后的权威指南. CEIBS Knowledge.
Contact: zyu3@ceibs.edu

Zhang, Yu. 2021 Dec. 13. 商学院教授为你解答一个价值上亿美元的问题. CEIBS Knowledge.
Contact: zyu3@ceibs.edu

Zhao, Xinge. 2021 Jul. 11. Ronald or Kane, Who Deserves to Win the Golden Shoe in Euro 2021? How to Set Quantitative Standards in Performance Measurement. CEIBS WeChat Official Account.
Contact: zxinge@ceibs.edu

Zhao, Xinge. 2021 Dec. 5. Ten Years of Excellence | The 10th Anniversary of CEIBS FMBA Program. CEIBS WeChat Official Account.
Contact: zxinge@ceibs.edu

Zheng, Xue. 2021 Apr. 6. 大公司or小公司？如何聪明大公司or小公司？如何聪明地跳槽？请收藏这份“打工人”成长指南跳槽？请收藏这份“打工人”成长指南. 中欧官微.
Contact: xzheng@ceibs.edu

Zheng, Xue. 2021 Apr. 22. When and why do leaders uphold rules in the workplace?. CEIBS Official Wechat.
Contact: xzheng@ceibs.edu

Zhu, Tian. 2021 Dec. 8. 中国加入WTO最大意义是促进改革开放. 新京报.
Contact: ztian@ceibs.edu

Zhu, Tian. 2021 Nov. 2. 中国为何频繁入群：这是坚持改革开放的姿态. 时代周报.

Newsletter

Faculty Research Publications

Contact: ztian@ceibs.edu

Zhu, Tian. 2021 Nov. 1. 共同富裕里的论语与算盘. *经济观察报*.

Contact: ztian@ceibs.edu

Books

He, Jinyu. 2021. *CEIBS CSR White Paper*.

Contact: jinyuhe@ceibs.edu

Lee, J. S., & Zhang, A. Y. . 2021. *Crossroads of Family Businesses in China: Succession and Transformation*. World Scientific Publishing.

Contact: jeanlee@ceibs.edu

Sheng, Songcheng. 2021. *历史视角下的经济与金融*. 中国金融出版社.

Contact: ssongcheng@ceibs.edu

Xin, Katherine Rong. 2021. *数智时代人才发展五星模型*. China Machine Press.

Contact: katherinexin@ceibs.edu

Zhao, Xiande and Tang Fangfang. 2021. *区块链赋能供应链*. 中国人民大学出版社.

Contact: xiande@ceibs.edu

Zhou, Dongsheng and Ruan, Liyang. 2021. *Survey on CEIBS Senior Care Market*. CEIBS.

Contact: zdongsheng@ceibs.edu

Zhu, Tian, Zhang, Hua, Li, Mingjun and Pi, Xin. 2021 Dec. 2021 *中欧EMBA 学员企业全球化调研报告2021 CEIBS Research Report on the Global Expansion of CEIBS EMBA Students' Companies*. CEIBS.

Contact: ztian@ceibs.edu

zhua@ceibs.edu

limingjun@ceibs.edu

Book Chapters

Cheng Few Lee and Oliver Rui 2021. "Does Trading Volume Contain Information to Predict Stock Returns? Evidence from China's Stock Markets". *Handbook of Investment Analysis, Portfolio Management, and Financial Derivatives*. World Scientific.

Contact: oliver@ceibs.edu

Cheng Few Lee and Oliver Rui 2021. "Stock Returns and Volatility on China's Stock Markets". *Handbook of Investment Analysis, Portfolio Management, and Financial Derivatives*. World Scientific.

Contact: oliver@ceibs.edu

Lee, J. and Wang, AC. forthcoming. "The Changing Faces of Leadership in Contemporary Chinese Organizations". *Handbook of Chinese Business and Management*. Routledge .

Contact: jeanlee@ceibs.edu

Xin, K.R., Wood, J.D. 2021. "Coaching for Leadership Development: A conversation", Woo, M., Payne, T., Warner J. & Hansenfratz J.. *Leadership Coaching in China*. Fielding University Press.

Contact: katherinexin@ceibs.edu

Yang, X., Zhou, Y., Chen, R. and Carney, R.W. 2021. "What Drives Regional Innovation Capacity Build-Up in China?". *Business Practices, Growth And Economic Policy In Emerging Markets*. 89-113.

Contact: carney.richard@ceibs.edu

Cases

Bouteiller, Eric and Liu, Geng. 2021. "Connecting CSR and Business: eStroke's Challenge to Satisfy All Stakeholders". CC-321-086.

Contact: beric@ceibs.edu

Chan, Raymond, Chen, Shimin, Law, Justin, and Sun, Sunny. 2021. "Luckin Coffee From Brewing Coffee To Brewing Fraud".

Contact: cshimin@ceibs.edu

Chen, Weiru and Qian, Wenying. 2021. "全球蛙：零售分布式赋能平台". CI-321-078.

Contact: weiruchen@ceibs.edu

Fang, Yue, Qian, Wenying, Zheng, Xue and Lv, Xinghang. 2021. "步步高超市的AI管理探索". CI-021-077.

Contact: fyue@ceibs.edu

Contact: xzheng@ceibs.edu

Fang, Yue, Qian, Wenying and Lv, Xinghang. 2021. "元气森林：互联网时代饮料市场破局者". CI-321-074.

Contact: fyue@ceibs.edu

Fang, Yue, Qiu, Ju and Lv, Xinghang. 2021. "招商银行，打造金融科技3.0时代的企业轻文化". CI-021-075.

Contact: fyue@ceibs.edu

Fang, Yue, Zhao, Ling and Lv, Xinghang. 2021. "中伦律师事务所：构建数据价值发挥和数据安全保护平衡态". CI-021-079.

Contact: fyue@ceibs.edu

Fedaseyeu, Viktor, Chen, Shimin and Zhao, Ling. 2021. "Delta Capital: Evaluating an Early-Stage Venture Capital Investment

Newsletter

Faculty Research Publications

" CC-121-089.

Contact: viktar.fedaseyeu@ceibs.edu

Contact: cshimin@ceibs.edu

Guo, Wei, Li, Xiaoxuan and Qian, Wenying. 2021. "敏华控股有限公司：代工厂到大型跨国智能家居企业的成名之路". CI-321-091.

Contact: weivivian.guo@ceibs.edu

Yang, Wei and Zhao, Ling. 2021. "汇付天下：第三方支付的平台转型与创新探索". CI-021-088.

Contact: wyang@ceibs.edu

Li, Mingjun, Zhang, Hua and Wang, Xiaozhou. 2021. "健合集团：从全球化中诞生的中国企业". CI-321-080.

Contact: limingjun@ceibs.edu

Contact: zhua@ceibs.edu

Lee, Siew Kim Jean and Ju, Huirong. 2021. "碧桂园与国强公益基金会的教育扶贫". CI-721-073.

Contact: jeanlee@ceibs.edu

Lee, Siew Kim Jean and Zheng, Xin. 2021. "理想，行动，坚持"——上坤集团创始人 朱静". CI-421-083.

Contact: jeanlee@ceibs.edu

Lee, Siew Kim Jean and Zheng, Xin. 2021. "细腻的“硬核”女高管——施耐德电气能源自动化全球研发副总裁 董杏丽". CI-421-082.

Contact: jeanlee@ceibs.edu

Lee, Siew Kim Jean and Zheng, Xin. 2021. "放眼全球，拥抱改变——博世中国执行副总裁 李晓虹". CI-421-081.

Contact: jeanlee@ceibs.edu

Wang, Gao, Wang, Yajin, Qiu, Ju and Lu, Lijing. 2021.

"OATLY 需要一个中国名字". CI-521-076.

Contact: wgao@ceibs.edu

Contact: yajinwang@ceibs.edu

Wang, Qi, Cao, Zhijing and Li, Zixian. 2021. "赛维时代：跨境电商的数字营销策略". C1-521-087.

Contact: qwang@ceibs.edu

Wang, Taiyuan, Chng, Han Ming and Zhao, Liman. 2021. "ThoughtWorks China: Enabling Innovation by Being Agile and Lean". CC-021-072.

Contact: taiyuan.wang@ceibs.edu

Contact: dchng@ceibs.edu

Zhang, Hua and Wang, Xiaozhou. 2021. "合生元：多元化还是聚焦". CI-121-085.

Contact: zhua@ceibs.edu

Zhang, Hua and Wang, Xiaozhou. 2021. "东方园林：现金流量迷雾". CI-121-084.

Contact: zhua@ceibs.edu

Zhang, Yu, Li, Xiaoxuan and Zhao, Liman. 2021. "聚慧食品：调味料隐形冠军的升级之路". CI-321-092.

Contact: zyu3@ceibs.edu

Awards and Honors

Wang, Yajin. 2021. Prof. Wang received the 2021 Outstanding Reviewer Award for Journal of Consumer Research.