

Welcome to the fourth newsletter from the Peking University HSBC Business School (PHBS). This issue will report a series of school events and academic activities having taken place at PHBS recently.



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School News

Strategy Meeting Held

On August 21 and 22, the PHBS strategy meeting was held where faculty and staff discussed strategic issues including development and promotion of faculty's high quality research, teaching activities and accreditations. By promoting communication, cooperation, and interactions among faculty and staff, the strategy meeting is one of the most important annual events for PHBS.

PHBS Makes Progress in Communicating with the Free University of Berlin

Invited by the Confucius Institute of Free University of Berlin (Freie Universität Berlin), **Professor Haifeng Huang**, the director of the Center for Green Economy at PHBS, went to Berlin to discuss green economy policy. The event was the first formal academic cooperation since his last visit in February. [More...](#)

Eco Forum Global Annual Conference 2014

Professors Wen Hai and **Haifeng Huang** attended the Eco Forum Global Annual Conference 2014 in Guiyang, China, where **Professor Wen Hai** was a guest host on the "Green Transition and China's Opportunity" and panelist on the "Pioneer Dialogue Finance: Implications of Financial Crisis and Global Government" sub forums. Founded in 2009, the Eco Forum Global promotes the sharing of knowledge and experience in the implementation of policies regarding green economic transformation and ecological security. PHBS serves as the co-organizer of this conference. [More...](#)

PKU-CUHK Double Degree Program Students Complete One-week Study at CUHK

On July 5, 80 PKU-CUHK Double Degree Program students who registered in 2012 and 2013 completed their one-week study at the Chinese University of Hong Kong. During their stay in Hong Kong, students not only attended lectures but also visited the Hong Kong Monetary Authority, Legislative Council of the Hong Kong and participated in other workshop activities held by CUHK.

PHBS Hosts Student Forum 2014

On July 3, the 2014 Student Forum opened at PHBS. The student forum is an important annual event held by PHBS which serves as an academic platform for distinguished undergraduates to present research in economics, finance and management, offering undergraduates an opportunity to stimulate discussions through seminars and presentations. PHBS faculty, staff and over 200 undergraduates from all parts of the country attended this three day forum.

Center for Innovation and Entrepreneurship Officially Opened

On June 25, the Center for Innovation and Entrepreneurship was officially opened at PHBS to provide a platform for bringing together leading scholars from around the world. The aim is to further develop PHBS's research capabilities in innovation and entrepreneurship, and to inspire and educate the next generation of innovators and entrepreneurs who understand the China context and are capable of creating and managing world-class businesses. [More...](#)

Center for Green Economy Supports Summit Forum on China's Low-carbon Model 2014

On June 25, **Professor Haifeng Huang** was invited to attend the Summit Forum on China's Low-carbon Model 2014 organized by *The Economic Observer*, where he delivered a speech entitled "Economy Transition in the Age of Low-Carbon" (title translated from Chinese). The Center for Green Economy at PHBS served as the academic supporter for this event. [More...](#)

Faculty Activities

- ***Publications***

A book (in Chinese) entitled "Comparative Studies of Shenzhen Global City Development," co-edited by **Professor Wen Hai** and Lixia Tang, Director of Shenzhen Foreign Affairs Office, was published by China Development Press in August 2014. **Professors Ting Ren, Yan Feng**, and PhD student Jing Ru, as well as master's students Yao Liu and Xingke Lu participated in the project.

Professors Lan Ju and Zhiyong Tu's paper, "Broker Monitoring of Premium Adequacy: The Role of Contingent Commissions," co-authored with Mark J. Browne of St John's University, was published in *Applied Economics* (SSCI) (Vol. 46, pp.2375-2386, 2014).

Professor Jun Lu's paper, "Are You Making the Right Debt Choice? Evidence from National Financial Capability Study Surveys," was accepted for publication by *Journal*

of *Financial Planning*. The paper was co-authored with Ning Tang from San Diego State University.

Professor Terrill L. Frantz has been invited to be a contributing author in the book series "Advances in Mergers & Acquisitions - Vol. 14.", edited by Professor Sir Cary L Cooper, CBE, Distinguished Professor of Organizational Psychology and Health, from the Lancaster University Management School (UK). **Professor Frantz** has been an author in two previous volumes of this annual book. His previously published entries in the series are entitled, "Computationally Modeling the Effect of Organizational Complexity on Post-Merger Integration" and "A Social Network View of Post-Merger Integration."

- ***Conference and Seminar Presentations***

Senior Lecturer Priscilla L. Young's paper, "When the Honeymoon is Over: A US American's Adaptation to Life in China," was presented at the Annual Conference of the International Association for Intercultural Communication (IAICS), Providence, Rhode Island on August 1, 2014.

Visiting Professor Marc Idelson facilitated the roundtable on "Morality and Ethics in the Workplace" at the 6th International Association for Chinese Management Research, held June 18-22, 2014, Beijing. He also shared his experience with the X-Culture Programme and Cross-Cultural Management Teaching within the "Fostering International Teaching and Research Collaborations" symposium at the 74th Annual Meeting of the Academy of Management, held August 1-5, 2014, Philadelphia.

- ***Invited Keynote Speeches, Presentations and Visits***

Professor Terrill L. Frantz was invited by the Israel Interdisciplinary Center Herzliya (IDC) and Start-up Nation Central to visit the State of Israel to meet with numerous government, academic, military and business leaders, as well as with entrepreneurs, private equity and venture capitalists. The agenda included visits to the Tel Aviv Stock Exchange and several bio-tech and high-tech firms to tour manufacturing sites and meet with CEO and R&D executives. His participation was part of an invited-guests program aimed at introducing global business leaders to the Israeli innovation and start-up ecosystem and culture; Israel is world-class, second only to Silicon Valley, in high-tech innovation and business incubation. During this mid-September, 8-day trip to the Middle East, **Professor Frantz** also visited PHBS university partners and prospects at Tel Aviv University, Bahcesehir University in Istanbul Turkey, and the University of Jordan in Amman.

Visiting Professor Marc Idelson was invited by Professor Edward Buckingham from University of Nottingham (Ningbo) and Professor Tony Fang from Stockholm University

to co-chair the Professional Development Workshop, "Who has the Right to Write about Chinese Management Theory and Chinese Management?", at the 6th International Association for Chinese Management Research, held June 18-22, 2014, Beijing.

As part of his service on the Academy of Management's Ethics Education Committee, **Visiting Professor Marc Idelson** made presentations on academic ethics at the 74th Annual Meeting of the Academy of Management, held August 1-5, Philadelphia. He addressed, in succession, the International Management, Management, Spirituality and Religion, and Technology and Innovation Management doctoral consortia. He also presented during junior faculty professional development workshops. The conference theme was, "Ethics in Graduate Management Education: Preserving an Ethical Career in an Increasingly Competitive Environment".

- **Media Coverage**

On August 7, *China Times* reported an interview with **Professor Wen Hai** on the issue of China's economy.

Professor Lan Ju appeared on the *Phoenix Channel Elite Coverage Program* discussing China's major medical insurance on June 7 and China's medical malpractice liability insurance on July 26.

Seminar Series

PHBS hosts an academic seminar series to serve as a platform for faculty members and students to communicate with outstanding scholars from all over the world. [More...](#)

The Science of Money

Steven Kou, *National University of Singapore*, September 4

Education Attraction: An Online Dating Field Experiment

David Ong, *PHBS*, September 16

Dynamic Stochastic Inventory Management with Reference Price Effects

Peng Hu, *Huazhong University Of Science and Technology*, September 17

Property Rights Protection and Investment: An Event Study from China

Miao Meng, *University of Oxford*, September 18

Leadership Vacillation as a Pattern of CEO Succession

James Yen, *PHBS*, September 23

Student Development Activities

Led by **Senior Lecturer Priscilla L. Young**, a new seminar series focusing on skills development open to PHBS students and others commenced in September. “Priority Setting and Time Management for Academic and Career Success” and “Tips for Writing in English, Part One: Direct, Clear, Concise” will be followed by two skills development seminars each month. The following are slated for the rest of the academic year:

- Priority Setting and Time Management, Part Two: How is Your Semester Going So Far? Review and support session for keeping your act together
- Tips for Writing in English: Part Two – Telling Your Story and Academic Writing are Not Mutually Exclusive
- Resume and Cover Letter Writing: Not the Same Old, Same Old...
- Own It! Communication, Personal Responsibility and Leadership for Life and Career Success (two parts)
- The Firm Handshake and Other Business Etiquette Basics
- Interview Skills: Principles and Practice
- Presentation Skills, One: Foundations of Communication and Public Speaking
- Presentation Skills, Two: Here’s a Crazy Idea – PPT as Value Added, Not the Focal Point
- Presentation Skills: From Presenting Yourself to Defending Your Thesis

The PHBS newsletter provides the PHBS community with information about school events and academic activities. Faculty, students, and staff are welcome to contribute.

Please e-mail your contribution to chengyun@phbs.pku.edu.cn

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