

Welcome to the fifth 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.



Newsletter Number 5, 2014

School News

PHBS 10th Anniversary Celebration was Held on October 25

Held on October 25, the PHBS 10th anniversary celebration was divided into three parts: alumni forums, the main forum and the final celebration event. In the morning, alumni of different programs joined the alumni activities where they shared their thoughts and ideas on business focused topics. In the afternoon, Sir James A. Mirrlees, winner of the 1996 Nobel Memorial Prize in Economic Sciences, delivered a speech entitled, "Asset Price Bubbles." In the late afternoon, the school enjoyed a celebration event at the University Town of Shenzhen. More than 2000 attendees including deans and educators from business schools around the world, alumni, PHBS faculty and students joined the celebration. Shanlu Zhu, Chairman of Peking University Council, Shiyi Chen, vice-president of Peking University and Chancellor of Peking University Shenzhen Graduate School, Bijuan Huang, Executive Director of HSBC Bank (China) were present and made speeches during the celebration. [More...](#)

Visit by Shenzhen Municipal Government Delegation to PHBS

A delegation headed by Xu Qin, Mayor of Shenzhen Municipal Government, visited PHBS on October 24. During the visit, Professor Wen Hai briefly outlined the management of PHBS, and campus construction as well as student development to the delegation. Mr. Xu highly praised the development of PHBS over the past ten years. [More...](#)

2014 Global Deans' Forum was held on October 24

In conjunction with the 10th anniversary celebration of PHBS, the inaugural Global Deans' Forum (GDF) was held at PHBS on October 24. More than 40 deans and educators from business schools around the world, senior business leaders, thought and practice leaders and senior policymakers from the region were present. They explored the theme of "Connecting China to the World; Bringing the World to China – The Role of Business Schools." More than 500 attendees including business persons, entrepreneurs and PHBS faculty and students joined in the forum discussions. The forum consisted of keynote speeches, a plenary panel and parallel breakout sessions.

[More...](#)

PHBS Establishes Website for the Economic and Finance Network

On October 20, PHBS established a new website for the Economic and Finance Network (EFN). The website, in Chinese, is an updated version of CEN-www.cenet.org.cn, founded by Professor Wen Hai in 1998, providing a source of intelligent information for businesses and professionals. [More...](#)

The 13th Board Meeting of PHBS was Held in Shenzhen

On September 22, the 13th Board Meeting of PHBS was held at PHBS in Shenzhen. Bijuan Huang, Executive Director of HSBC Bank (China), Shijun Zhang, Vice President of HSBC Bank (China), Zhihong Xu, the former President of Peking University, Zhipan Wu, Vice President of Peking University and Wen Hai, Dean of PHBS all attended this meeting. Future collaboration between HSBC (China) and PHBS on student career development, among other issues, was discussed in the meeting. [More...](#)

Faculty Activities

- ***Publications***

A book (in Chinese) entitled “The Road of China’s Economic Transition - 21st Century Green Revolution”, co-edited by **Professor Haifeng Huang** and Guomei Zhou, Associate Director of China- ASEAN Environmental Cooperation Center, was published by *Science Press* in September 2014.

Professor Hong Zhu’s paper, “Information Technological Firms’ International Acquisition Performance,” was accepted for publication by *International Business Review*. The paper was co-authored with Professor Gongming Qian from Chinese University of Hong Kong.

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

Professor Wen Hai attended the 2014 Postdoctoral Forum on Financial Innovation and Economic Transition Development held in Zhengzhou, Henan Province on October 17 where he spoke on “China’s Economy: Transition and Growth” (title translated from Chinese).

- ***Media Coverage***

On October 28, *Talents* published its interview with **Professor Wen Hai**. Professor Hai

pointed out that private enterprise will play a positive role in the development of China's economy in the future. Therefore, the government should make more efforts to solve corporate tax and labor issues, allowing more private enterprises to participate in other fields.

On October 24, *21st Century Business Herald* published an interview with **Professor Wen Hai** on the issue of taking advantage of an international background to promote the reform of education. Professor Hai asserted that more efforts from the following three aspects shall be made to develop innovative talents: broadening students' knowledge, providing more guidance led by teachers, leaving more opportunity for students to make their own choices. Professor Hai also reviewed his own experiences in working toward educational reform.

On October 20, *China Business News* interviewed **Professor Wen Hai** on the issue of China's economy.

On September 28, *Time-Weekly* released its interview with **Professor Wen Hai** on the issue of the transformation of higher education in Shenzhen. [More...](#)

There has been a significant decline nationally in the level of Affirmative Action used by some public colleges in the US. **Professor Yeujun Yoon** provides an innovative approach to this issue in his research published by *Marketing Letters*. CENET interviewed Professor Yoon just before PHBS's 10 Year Anniversary, and he shares his insight into business school admission. [More...](#)

On September 2, **Professor Wen Hai** appeared on *Xinhuanet's Shidai Yingcai* program introducing PHBS's development and achievement over the past 10 years. [More...](#)

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...](#)

China-Reluctant Monetary Power

Gerhard Stahl, *PHBS*, October 22

The Impact of Parental Employment on Child Health: Evidence from China's Labor Policy Reform

Qing Wang, *PHBS*, October 21

The “Left-to-Right Effect” of Product Location on Consumer Judgment

Jooyoung Park, *PHBS*, October 21

Model-Free Option Prices

Kuo-Ping Chang, *National Tsing Hua University (Taiwan)*, October 15

Choice Overload, Product Category Stereotypes and Sampling Risk

David Ong and Mengxia (Eva) Zhang, *PHBS*, October 10

Acquisition Experience, Attribution Bias, and Organizational Learning

Lisa Lin, *Hong Kong University of Science & Technology*, October 10

Height and Income Attraction: An Online Dating Field Experiment

David Ong, *PHBS*, September 30

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

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