

Welcome to the third issue of our 2015 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 3, 2015

School News

Dean Wen Hai Attends 2015 Peking University Global Finance Forum and Union of Finance Alumni Association of PKU Annual Conference

On May 16, **Professor Wen Hai**, president of the Union of Finance Alumni Association of PKU and president of the Financial and Capital Research Center of PHBS, spoke at the 2015 Peking University Global Finance Forum and the Union of Finance Alumni Association of PKU Annual Conference held in Beijing. More than 1000 alumni members participated in the conference. Distinguished speakers included Professor Wei Liu, deputy president of Peking University; Justin Yifu Lin, Professor of PKU National School of Development and former Chief Economist and Senior Vice President of the World Bank; Ruogu Li, former Chairman and President of the Export-Import Bank of China; Xiaoqiang Zhang, Executive Vice-Chairman of China Center for International Economic Exchanges; Jinyong Cai, Executive Vice President and CEO of IFC; Lei Lu, Director-General Research Bureau of the People's Bank of China; Xuewen Huo, Deputy Director of Beijing Municipal Finance Bureau. Founded in May 2014, the Union of Finance Alumni Association of PKU is intended to provide a way for alumni to participate in special activities and events to increase cooperation and communication among PKU finance alumni members. Attendees included those from Beijing, Shanghai, Guangzhou, Hunan, Sichuan, Nanjing, Hong Kong, and New York. The Union of Finance Alumni Association is composed of five academic committees, which are venture capital, industry finance, banking and trusts, asset management, and internet finance. [More...](#)

Call for Papers for the National Undergraduate Economic and Financial Forum 2015

NUEF serves as a forum for undergraduates to discuss economics, finance and management issues, offering undergraduates an opportunity to stimulate discussions through seminars and presentations. This year the forum will be held from July 17 to 21 at PHBS. [More...](#)

Shenzhen International Financial Management Seminar held at PHBS

On April 23, a seminar on Shenzhen International Financial Management was held at PHBS. Part of the course, China Studies, it was organized by the Center for Green

Economy and the Shenzhen Financial Talent Association. Topics presented by a number of speakers included views on China's financial development, industrial upgrading, and green economy. Speakers included PHBS professors **Haifeng Huang** and **Gerhard Stahl**, along with guests Charles H. Wang, Chief Investment Officer of ETF and Quantitative Investments at Bosera Asset Management; Pingkang Yu, Chief Economist of Huatai Securities; Hanzhong Hong, president of Shenzhen R&D Association for Green Economy; and Yonghua Pan, head of capital markets at Ping An Trust Co. [More...](#)

PHBS Students Participate in the 21st Pacific Rim Real Estate Society Annual Conference in Malaysia

PHBS 2013 master's students Dan Yang and Liya Xiao participated in the 21st Pacific Rim Real Estate Society (PRRES) Annual Conference in Malaysia, January 18-21. They presented reports, "Effects of Land Leverage and Real Estate Investment Demand on Housing Price Volatility: Evidence from China's 35 Large and Medium Cities," and "The Regional Effect of Commodity Housing Price on Urban Residents' Income Gap," respectively. PRRES was established in 1993 to provide a formal forum for property researchers, educators and practitioners in the Pacific-Rim Region. [More...](#)

Faculty Activities

- **Publications**

Professors Feng Yan and **Yeujun Yoon's** paper, "Lenders and Borrowers' Strategies in Online Peer-to-Peer Lending Market: An Empirical Analysis of PPDAI.COM," co-authored with Xinlu Fan, master's student from PHBS, was accepted for publication in the *Journal of Electronic Commerce Research* (SSCI) and will be published in August.

Professor Ting Ren's paper, "Ownership and M&A Performance in a Transitional Economy: The Case of Chinese Real Estate Industry," co-authored with Ph.D. candidate Jing Ru and Professor Hongyan Yang from Hong Kong Polytechnic University, was accepted for publication in *Management and Organization Review*.

Professor Deming Zhou's paper, "Competition in Multi-Echelon Distributive Supply Chains with Linear Demand," co-authored with Uday Karmarkar from UCLA, and Bo Jiang from Shanghai University of Finance and Economics, was accepted for publication in the *International Journal of Production Research*.

Professor Lan Ju's paper, "The Determinants of China's Rural Micro-Life Insurance Demand: Evidence from Huangshan City of Anhui Province" (title translated from Chinese), co-authored with Professor Lingyan Suo from Peking University School of

Economics and Ying Wang, 2011 master's student from PHBS, was published in *Insurance Studies* (Vol. 4, pp. 51-62, 2015). Ying Wang is now pursuing a career in Tebon Securities Shanghai.

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

Professor Haifeng Huang was invited to attend the 17th Tripartite Environment Ministers Meeting among Korea, China and Japan (TEMM) held during April in Shanghai where he spoke on the Policy Dialogue on Transition to Green Economy. China's Minister of Environmental Protection Chen Jining, Japanese Environment Minister Mochizuki Yoshio, and South Korean Environment Minister Yoon Seongkyu headed up national delegations to this event. [More...](#)

Priscilla Young, Senior Lecturer, PHBS, was an invited speaker in the English Department of the Agricultural University of Hebei in Baoding on Friday, May 15. She addressed graduate students with the presentation, "It's Not Your Parents' World Anymore: Intercultural and Professional Communication in the 21st Century," and presented to undergraduates on "Cultural Impact on Love, Romance, and Relationships."

Priscilla Young presented a lecture and discussion titled "The Art of the Interview and Other Tips for Journalism" at Shenzhen University on April 28. She was the guest of the Communication and New Media Department.

- ***Media Coverage***

On May 12, *Time-Weekly.com* published an interview with **Professor Wen Hai** on the issue of China's economy. Professor Hai asserted that economies of scale will be the main competitive force for China's economic development. [More...](#)

On May 10, **Professor Chunyang Wang** appeared on the *Phoenix Channel* discussing how consumption taxation and tariff reduction affect the world's largest tourism shopping country. [More...](#)

On May 5, *Shenzhen Special Zone Daily* did an interview with **Professor Wen Hai**. He pointed out that to prevent economic decline, there needs to be changes in the industrial structure. [More...](#)

On April 25, **Professor Liangyi Ouyang** appeared on the *Phoenix Channel* discussing the issue of equity crowdfunding. [More...](#)

On April 18, **Professor Chunyang Wang** appeared on the *Phoenix Channel* discussing the internationalization of Chinese Yuan and on the road to SDR (Special Drawing

Rights is an international reserve asset, created by the IMF in 1969 to supplement its member countries' official reserves). [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...](#)

Competitive Difference Analysis of One-Way Trading with Limited Information

Yingjie Lan, *Peking University*, May 27

Pricing of Exchange Rate Risk under Pegged Currency Arrangements - Evidence from China

Xiuping Hua, *Nottingham University Business School China*, May 13

Online Shopping Intermediaries: The Strategic Design of Search Environments

Lin Liu, *University of Central Florida*, May 12

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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